



MODERN PACKAGING

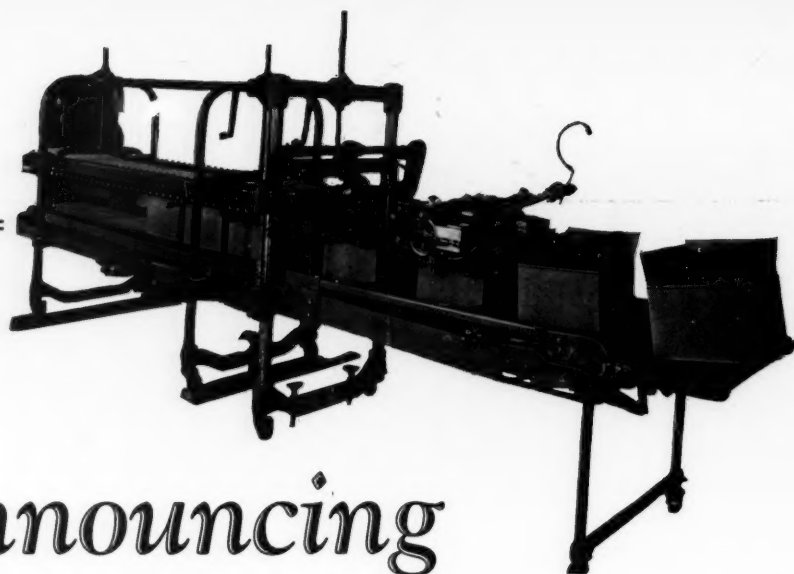
Packaging Problems

Packages And Prunes

Savings In Package Labeling

Glassine Paper In Packaging

Packaging Two Different Products



Announcing

Improved BLISS Top Automatic Sealer

A NEW improved Bliss Top Automatic Container Sealer is now ready to serve you. Now you can cut the cost of sealing right "to the bone" and in these highly competitive times cutting costs wherever possible is the basis of meeting and defeating competition.

The operation of the Improved Bliss Sealer is extremely simple. It is only necessary for the packer to place the filled case on a conveyor with suitable pitch to deliver it to the entrance of the machine, where the balance of the operation is entirely automatic. Here the flaps are opened, the glue applied, the flaps closed and the case moved to a pressure unit where it is positively squared and tightly sealed.

Adjustments for different sizes of cases are instantly and accurately made. An automatic stop switch is provided in case of a jam. Glue pots can be removed and cleaned. The entire unit is self-contained, portable and operated by one motor.

The important considerations are that the case is kept in a square position while moving through the machine and consequently is so sealed; through a new principle of side pressure, the outside flaps of the case are forced to abut snugly to each other in the center as they are sealed. Cases sealed in this manner afford the utmost protection to contents.

Let one of our engineers tell you more about this remarkable machine.

H. R. BLISS
Company, Inc.
NIAGARA FALLS, NEW YORK
MANUFACTURERS OF SEALING & STITCHING MACHINES

NEW YORK
50 Church St.

CHICAGO
Transportation Bldg.

SAN FRANCISCO
534 Battery St.

Sticky Stuff

REG. U.S. PAT. OFF.

Famous Arabol Adhesives

How Important Is Glue?

You may think glue is a trifling matter, but in the end your containers are made or marred by the kind of glue you use. Whether your products are put up in cartons or bags, cans or bottles, barrels or shipping cases, you need the RIGHT KIND of glue for your kind of work.

Don't take chances on the kind of glue you use. Don't risk the appearance and sale of your products by using any old kind of glue that seems to "stick."

Consult this organization about adhesives for your particular work. We have been making glues and gums for more than 40 years, and will be glad to advise you without obligation.

Whether your packaging calls for labeling, wrapping or sealing, by hand or machine, we can recommend the RIGHT KIND of adhesive for your work — and save you money.

The Arabol Manufacturing Co.

*Largest Manufacturers in the World
of Adhesives for All Purposes*

NEW YORK: 110 E. 42d St.

CHICAGO: (Cicero) ILL.



MODERN PACKAGING

D. E. A. CHARLTON
Editor

CHARLES A. BRESKIN
Business Manager

TABLE OF CONTENTS

PACKAGING TWO DIFFERENT PRODUCTS..... 17 <i>By D. E. A. Charlton</i>	A DISPLAY DEVICE THAT "TIES IN" WITH PACKAGE DESIGN 32 <i>By B. D. Glaha</i>
FRENCH TRADE PACKINGS 21 <i>By R. L. Duřuy</i>	THE DECORATION OF PACKAGES 34 <i>By A. M. Wickwire, Jr.</i>
SAVINGS IN PACKAGE LABELING 24 <i>By L. W. Howell</i>	EDITORIAL COMMENT 36
PACKAGES AND PRUNES 26 <i>By Herbert G. Smith</i>	PACKING A PRECISION INSTRUMENT..... 38 <i>By J. L. Daneker</i>
GLASSINE PAPER IN PACKAGING 29 <i>By Benjamin H. Ballard</i>	MACHINERY AND EQUIPMENT 40
PACKAGING PROBLEMS 31 <i>By D. B. Hassinger</i>	TRADE CATALOGS 46
	INDEX TO ADVERTISERS 48

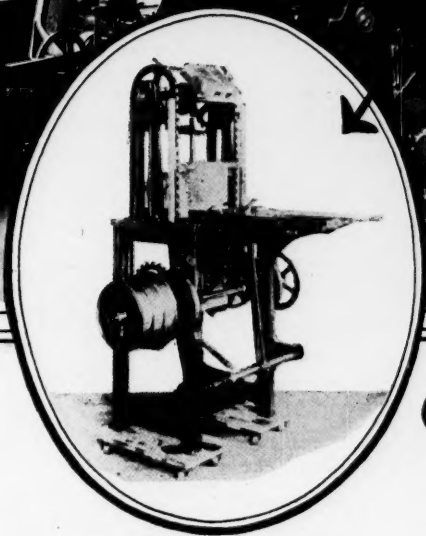
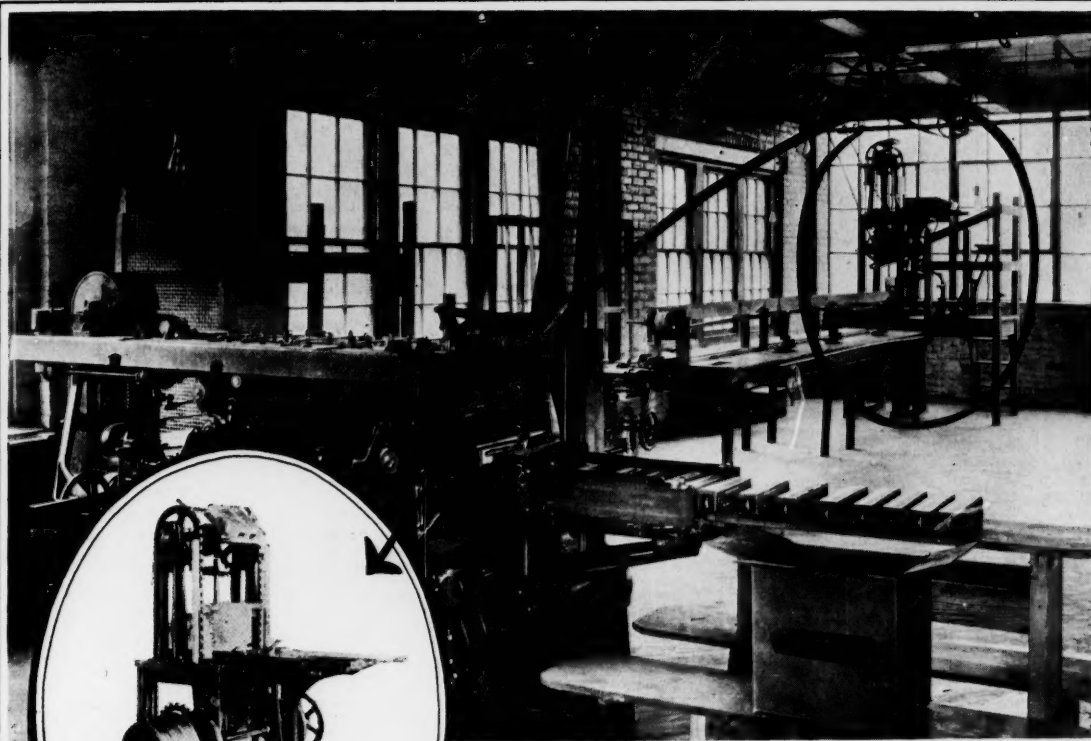
Published Monthly by BRESKIN & CHARLTON PUBLISHING CORPORATION

Executive Offices: 11 Park Place, New York, N. Y. Telephone: Barclay 8689

Eastern Representative: Lawrence Ley

Western Office: 538 South Dearborn St., Chicago, Ill. Telephone: Harrison 0988

Subscription prices: Domestic, \$2.00 a year; 3 years, \$5.00; 25 cents a copy; Canada, \$3.00 a year; Foreign, \$4.00 a year. Make all checks payable to Breskin & Charlton Publishing Corporation. Copyright, 1927.



A. C. Krumm & Son, Philadelphia, Pa., manufacturers of macaroni, spaghetti, etc., form and line their cartons with Peters Forming and Lining Machine. This operates at a speed of 40 packages per minute. After filling, the cartons are sent to a Peters Folding and Closing Machine. The entire unit is automatic. This is but one of many profitable Peters installations.

The Price of Progress

The price of progress in your packaging department may seem large, yet it may be very small.

At first, it seems large when you think of replacing your present equipment which appears to be good enough or a conversion from hand to automatic methods of packaging.

And yet, this price is very small when reckoned in terms of service you will obtain from modern packaging machinery and in terms of a superior package so guarded against outside deleterious influences as to actually make it a mighty important factor in increasing sales.

The progressive concern keeps its packaging machinery up to date. It obtains faster production, a better package and obtains business and does more satisfactory work than competitors handicapped with hand methods or with antiquated or inferior equipment.

The price paid for modern packaging machinery is always justified from an economic standpoint. Let Peters give you definite proof of this.



PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO. U.S.A





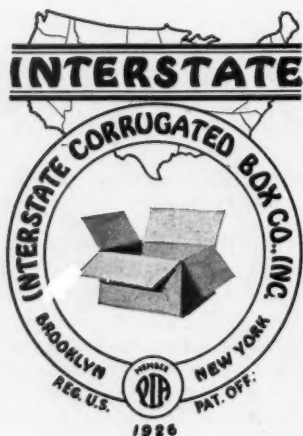
**"Give me Some of those pink pills
up there!"**

YOU wouldn't say that to your Doctor! You would at least give him an opportunity to diagnose and prescribe what best suited your case.

The thoughtful man buys corrugated boxes the same way — *wise men always seek counsel.*

Manufacturers who have come to Interstate have always received the right answer to their individual shipping problem — the container always being built about the product — a container with those inherent qualities which guard against moisture, scuffing, tearing, heat, dust, dampness and other ills.

Don't choose a "pink pill." Let an Interstate Package Engineer diagnose your case. Simply send him, charges collect, a typical shipment of your merchandise. He will prescribe without charge the right container and return it to you.



INTERSTATE CORRUGATED BOX COMPANY, Inc.

Branch
BALTIMORE, MD.

**FACTORY AND GENERAL OFFICES
FRONT AND MAIN STREETS
BROOKLYN, NEW YORK**

Branch
PHILADELPHIA, PA.

INTERSTATE CORRUGATED — A BUY-WORD FOR SAFETY IN SHIPPING

KELLER-DORIAN PAPERS

FOR NINETEEN HUNDRED AND TWENTY EIGHT



Surpass even Our Designs of Former Years

ORIGINAL *we create*

BEAUTIFUL . . *the work of artists*


ADAPTABLE *made for boxes*

PRACTICAL *rolls or sheets*

AVAILABLE . . *every paper in stock*

SAMPLE BOOKS ON REQUEST

KELLER-DORIAN PAPER CO., Inc.

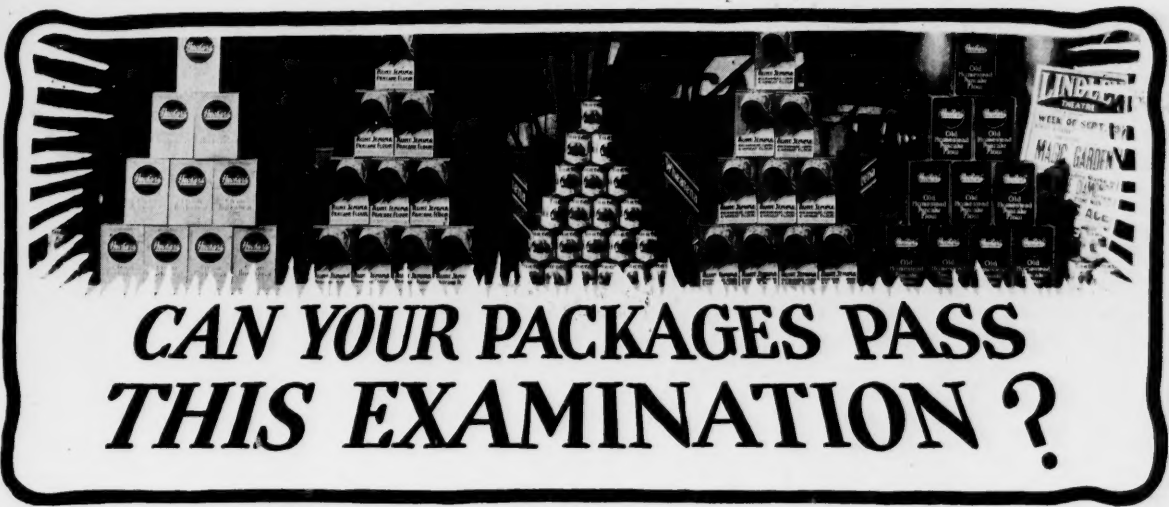
110 Fifth Avenue  NEW YORK



For the Package that Sells

No

S



CAN YOUR PACKAGES PASS THIS EXAMINATION ?

Are Your Packages

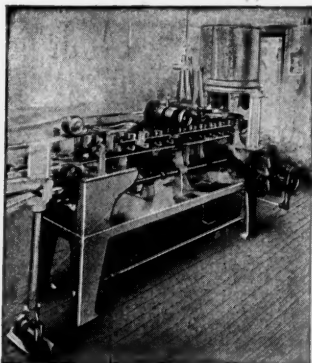
- | | | | |
|---|--|---|---|
| 1 | Distinctive in appearance | 5 | Protected from outside deleterious influences |
| 2 | Tight and strong | 6 | Convenient for retailer and consumer |
| 3 | Speedily packaged | 7 | Shipped and stored in a minimum of space |
| 4 | Ready to pack as delivered by wrapping machine | 8 | Economical |

Check up. If your packages can't pass this test, isn't it about time that something was done to replace them?

Packages which pass that test satisfactorily are packages filled and sealed with S & S Filling and Sealing Machines and then "tightwrapped" by S & S Automatic Package Wrapping Machines.

The tight wrapped package consists of a plain carton to which is applied a paper wrapper spread with a thin coating of adhesive which adheres tightly at all points.

The carton filling and sealing



S & S Carton Filling and Sealing Machine bottom seals, fills and top seals 40 to 60 cartons per minute. Takes regular printed cartons or plain unprinted cartons which are "tight-wrapped" subsequently.

machine is made in 5 sizes and is suitable for any size carton. Any material may be handled and measured either by volume or weight.

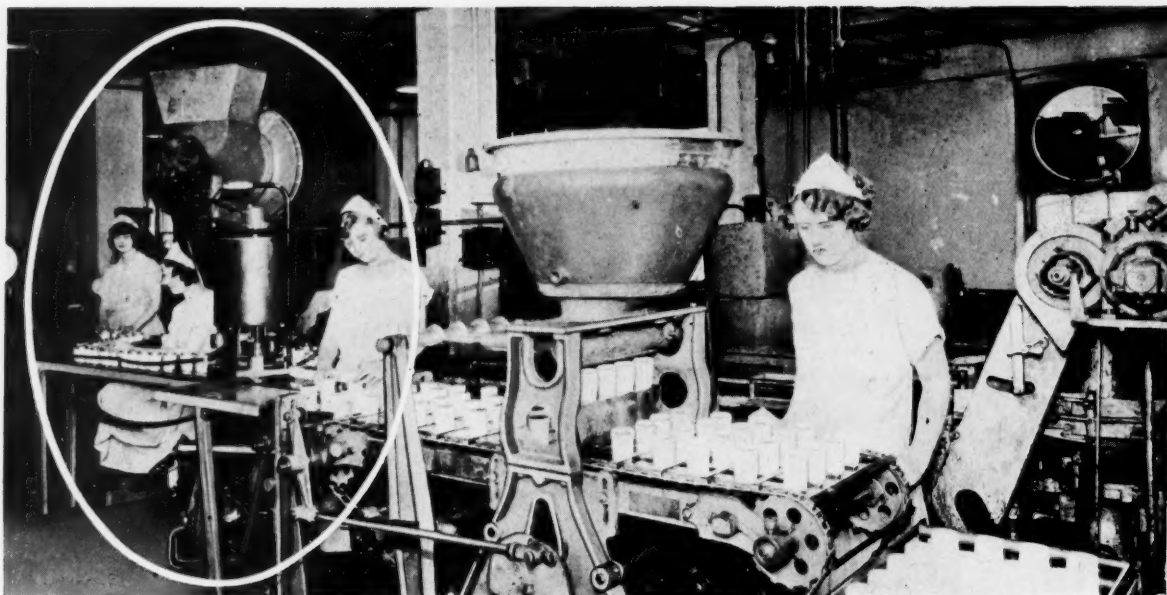
S & S Package Wrapping Machine automatically "tight-wraps" 40 to 60 packages per minute. The "tightwrapped" package is tight sealed, non-sifting, vermin proof, strong and has powerful advertising value.

Let us show you how little it will cost to replace out of date unsatisfactory packages with sales compelling, modern, thoroughly protected packages. Allow us to help with a package that will pass the test.

STOKES & SMITH COMPANY

PACKAGING MACHINERY

FRANKFORD, PHILADELPHIA, U. S. A.
LONDON OFFICE — 23 GOSWELL RD.



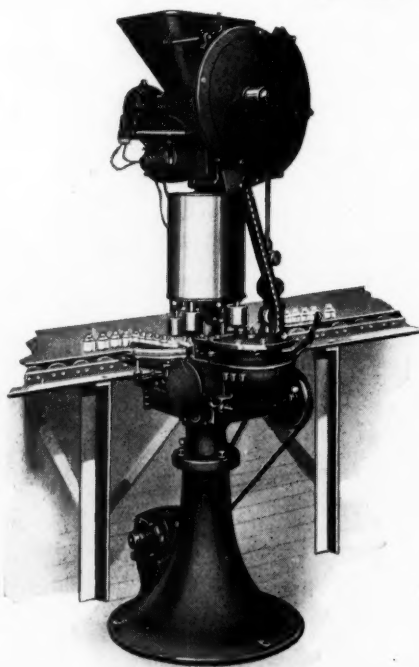
CAPEM machine installed at Chicago plant of Kraft Cheese Co. handles from 3,000 to 4,800 containers an hour—entirely automatic

CAPEM Cuts Capping Costs

With manufacturers who analyze their capping costs, CAPEM has the call. The percentage saved by CAPEM by eliminating spoilage and saving of labor is a steady and consistent addition to the year's net profit.

The CAPEM machine as illustrated handles from 60 to 90 containers a minute. It is entirely automatic. The caps are placed in a hopper where they are automatically sorted and delivered to the capholder, which holds them by the same surface that was used when the thread was formed.

The cap approaches the container in exactly the correct position, avoiding any danger of jamming and crossing the screw threads. Any degree of tightness of the cap may



be obtained by a slight adjustment of the capholder.

CAPEM produces uniformly tight, correct capping and will attach any cap requiring a turning motion to apply. It automatically handles jars, cans, bottles and containers of all sizes and shapes. It saves the labor of from 3 to 6 operators, saves inspection costs and produces a better looking package.

Reducing capping costs is our business. What we have done for Kraft Cheese Co., Bristol-Myers Co. and others, we can do for you. There are several types of CAPEM machines to meet various conditions.

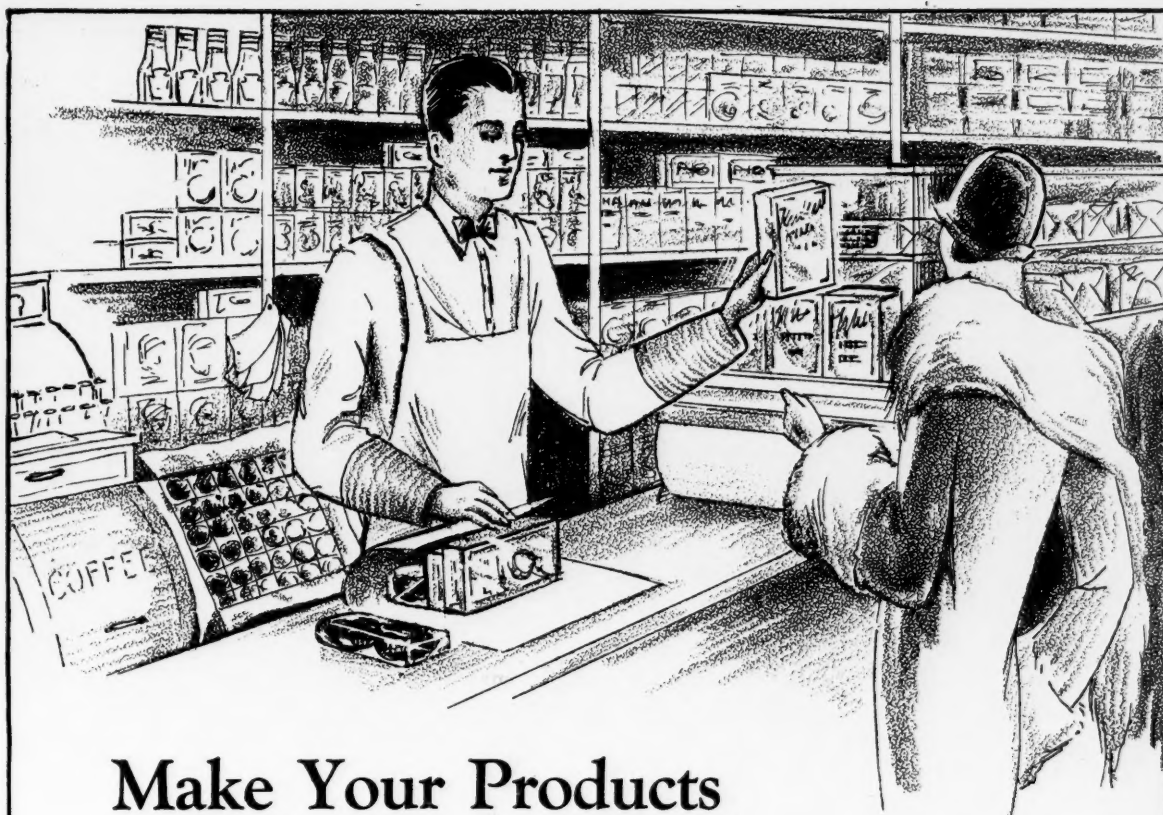
There is one for your special requirements.

CUNDALL, POWELL & MOSHER, INC.

CAPEM
REGISTERED TRADE MARK

45 Court Street
Buffalo, N.Y.

CAPEM
REGISTERED TRADE MARK



Make Your Products Rouse the Buying Instinct

RIEDEL'S
WAXED
GLASSINE

Made by
The WARREN MANUFACTURING CO.
342 Madison Avenue, New York City
Chicago Office: 1912 Conway Building

Display your products in the most attractive way by wrapping them in Riegel's Waxed Glassine!

Riegel's Waxed Glassine, grease-proof, moisture-proof and clearly transparent, not only keeps your wares at their best but shows them at their best!

It communicates to your customer the idea of appetizing freshness and cleanliness and makes her want to buy!

-----"Display Your Goods the Riegel Way"-----

mail this
COUPON
FOR SAMPLES

The WARREN MANUFACTURING CO.
342 Madison Avenue, New York

Gentlemen:

Please send a supply of samples of
RIEDEL'S WAXED GLASSINE and a price list.

Name _____

Address _____

What's Time to a Hog



A GOVERNMENT report told the farmer what to feed his hogs to speed up their digestion. But the farmer couldn't see it. His comment was: "What's time to a hog?"

Time isn't anything to a hog. A hog has no more brains than a machine and time means nothing to machinery.

Take your shipping department: it doesn't care whether you seal your containers by hand or whether the goods arrive at its destination in good or bad condition. But you do, and that's where the Ideal Stitcher comes in.

THE IDEAL STITCHER has NEVER FAILED to make good as a money, time and labor saver. It is on the job day in and day out without mechanical difficulties, sealing container bottoms with high speed and unfailing accuracy. It is the simplest stitcher made, with the fewest working parts . . . dependable, trouble-proof and fully guaranteed.

You can pack your containers as fast as they are stitched—no lost time in waiting for glue to dry.

The average operator with an "Ideal" stitcher will easily wire stitch the bottoms of three containers in less time (and more securely) than it takes to glue and tape one.

A good operator will wire stitch the bottoms of 200 or 300 containers an hour, depending upon the size.

You can speed up shipping, eliminate costly delays, and facilitate the quick filling of orders.

Every day that you do without this efficient machine you are "paying a tax" on your business equivalent to the money the Ideal would save you.



*Better write for prices or for our liberal
time payment plan while you think of it.*

JAMES H. JONES

628-30 Jackson Blvd.
Chicago, Ill.

170 Fifth Ave.
New York City



The Dress of a Notebook

Be an artist for a moment and give
the greater sense appeal to your work
will have packed on your notebook.

WALTHER COVERING CO.

Nothing more effective in the
selection of pens and pencils than
attractive covering.

Take advantage of the fact that

Sample in book

WALTHER & COMPANY

1025 MARSH STREET

CHICAGO, ILL.

Representative for Canada
W. P. BENNETT
71 King Street East
Toronto

1

]

a
c

a
P
t
v
e
P

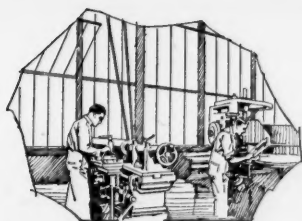
e
b
m
b
a
a

t
s
F
s

e
m
r

P
P
n
v

]
•



Building — the second step in the Pneumatic Four-Fold Packaging System

IS your product in bulk form ready for its entire market? Or must it be packaged in suitable containers? If it must be packaged, you are interested in Packaging—the last link in your chain of manufacturing operations.

Your package is important because it protects and identifies the product. Your Packaging Department is likewise important, for until it completes its work, surely, swiftly, and economically, the market (and profits) must wait.

This calls for strictly modern machinery, planned and built for your precise requirements and embodying the best in engineering principles and detail that the industry affords.

We have already spoken to you of Planning, the first step in the Pneumatic Four-Fold Packaging System. The second step is Building.

Forty Standardized Machines

There is a right way to do everything. Careful planning may point to it; only experience can test and prove it.

Forty years ago we were pioneers in Automatic Packaging. During that time we have built and proven automatic machinery for every packaging need and speed. From this wealth of experience we have developed the Pneumatic System, embracing

ing forty standardized machines for handling any dry, free-flowing material, liquid or semi-liquid.

Standardized in detail, being alike in possessing safety appliances and simple one-man control; but subject to the widest adjustment for size and type of container and nature of material handled, and capable of perfect coordination with other machines in the system.

For all dry, free-flowing Materials

Carton Feeder; Bottom Sealer; Carton Liners; Coupon Inserters; Weighers, net and gross; Top Sealer; Tight Wrapper; Drum Labeler. Bag and Can Filling, Weighing, Sealing and Labeling Machines.

"Pneumatic" Tea Ball Machine.

"Coinaudit" Coin Auditing Machine.

For any Liquid or Semi-liquid

Samco and Samco Junior Vacuum Filling Machines, automatic, semi-automatic, and hand types; Standard Multiple and Single Head Capping Machines.

Building on Experience

These machines are all designed and built in the largest and best equipped plant of its kind in the world. They are modern in every detail, since no improvement is considered too trivial to use. Experience gained during two decades, in all parts of the world, has brought these units to a high state of perfection. "No yearly models—but constant improvement" describes them.

We are prepared to design a complete packaging system for you—or to supply any single machine, adjusted to your need, speed and power; and will install and service it for you anywhere.

Planning is the first step—a step we are willing to take with you without obligating you in any way. Send for the Pneumatic Catalog, a sixty-four page book, which you will find interesting and perhaps helpful.



All Departments at Your Service

NEW YORK CITY

26 Cortlandt Street

SAN FRANCISCO

320 Market Street

CHICAGO

360 N. Michigan Avenue

LONDON, ENGLAND,

MELBOURNE, N.S.W.

PNEUMATIC SCALE CORPORATION, Ltd.

NORFOLK DOWNS, Mass., U. S. A.

THE DIFFERENCE IN ADVERTISING IS THE DIFFERENCE IN MEN



IF ITSELF, advertising is little and the differences in it are the differences which exist in human beings.

Just as some men are strong and virile, so is some advertising, and just as some men are ineffectual and weak and boring, so is some advertising.

DOES IT PAY TO ADVERTISE

It pays those who are sufficiently keen students of the industry to make it pay them.

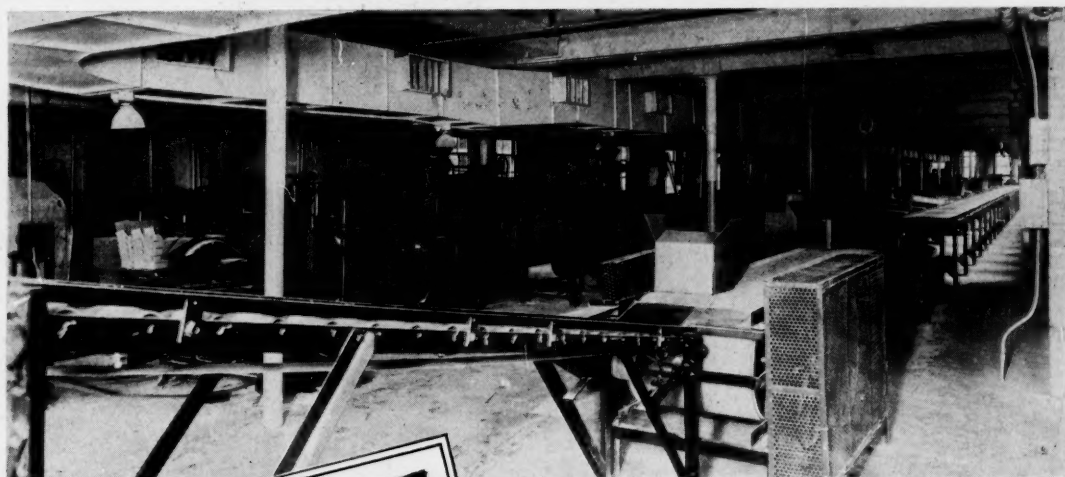
It pays those manufacturers who are truthful, sincere and interesting.

It pays the manufacturer whose products deserve the payment, whose brains are keen enough to organize for success and judge enough of the potential customer's mind to know how to tell their story with sincerity and interest.

It pays those who don't beat about the bush — who attack straight from the shoulder and who place their advertising in mediums where editorial interest and service are the main considerations.

It pays those who advertise in MODERN PACKAGING, for it is the only publication of its kind treating solely on packaging in all its various phases and forms.

More details on request.



Economy in Automatic Container Sealing!

Another Successful Installation

A Standard Full Automatic Container Sealer at the plant of the Health Products Co., Newark, N. J., manufacturers of Feenamint. This is another successful installation that is helping not only to cut container sealing costs but insuring perfectly sealed containers. Let our engineers assist you in solving your container sealing problem.

LONG ago, Standard Automatic Container Sealers proved their economy over hand sealing and other methods—proved their economy in saving time, labor, and material, insuring a perfectly sealed container.

A steady improvement in types has kept their advantages on the increase. Steadily the progress has been toward greater and still greater efficiency and economy.

The present Standard Automatic Container Sealer is the ultimate in container sealers. It is a thorobred in design, workmanship and material. Its quality is the rugged quality essential to long life, freedom from trouble and low cost operation. Mechanical perfection is inherent.

A Standard Engineer is ready to service you. Call for him.

STANDARD SEALING EQUIPMENT CORPORATION

Rawson Street and Queens Blvd., LONG ISLAND CITY, N. Y.

CHICAGO, ILL.—433 East Erie Street

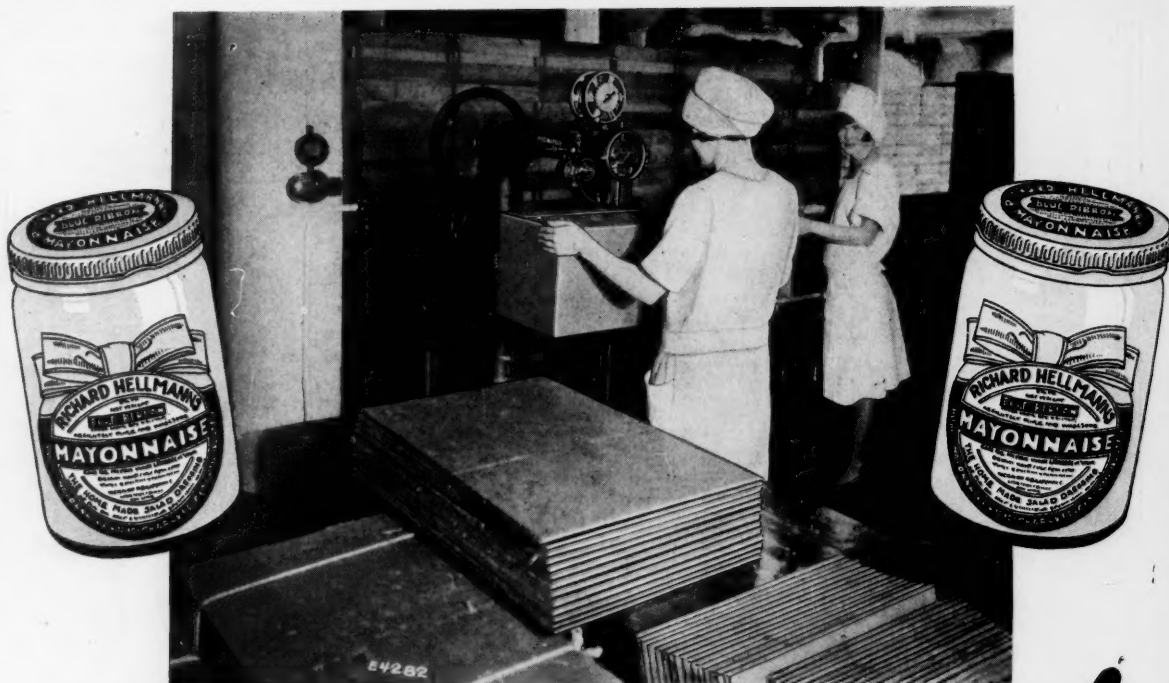
On the Pacific Coast:

MAILER SEARLES, Inc., 135 Fremont St., San Francisco, Cal.

JOHN F. WILLARD & SON, 306 E. 4th St., Los Angeles, Cal.

England:

C. S. Dumont, Windsor House, Victoria Street, London, S. W. I., England



Always Forward!

STANDING still is going backward. Every good business constantly looks forward to a greater future.

Modern plants, such as the one pictured above (John Behrman Co., subsidiary of Richard Hellmann, Inc.) with modern equipment are ever growing. These plants recognize the advantages of machine methods over hand, and particularly the economy of Monitors.

The Monitor Container End Stitcher is an investment for any concern using 100 or more cartons per day. The economy of container end stitching is a proven fact and the Monitor is saving money in the packing rooms of hundreds of concerns.

The Stitcher requires but four square feet of floor space, and can be located at the most convenient point for the delivery of cartons to packers. Folded cartons occupying but little space are stored along side the machine and boxes can be stitched to meet requirements.

The cost of stitching the bottoms of cartons is exceedingly low, the chief item being wages of operator — man or girl — who can stitch from 1,500 to 3,000 cartons daily.

No matter what is packed in the cartons, and even though the quantity of cartons is relatively small, the opportunity for saving exists in proportion. The larger the number of cartons involved, the more are the savings.

We invite you to investigate the economies of Monitor Container End Stitching Methods.

LATHAM MACHINERY CO.

Builders of Wire Stitchers for Over 35 years
1153 Fulton Street, CHICAGO

NEW YORK
461—8th Avenue

PHILADELPHIA
The Bourse

BOSTON
531 Atlantic Avenue



MODERN PACKAGING

HAS its basis in Fancy Papers—not necessarily expensive nor elaborate.

Many of Whiting-Patterson papers are designed to replace less attractive coverings at no increase in package cost. Our imported lines will provide the final elegance and distinction to any commodity.



WHITING-PATTERSON CO., INC.

NEW YORK
265 Canal Street

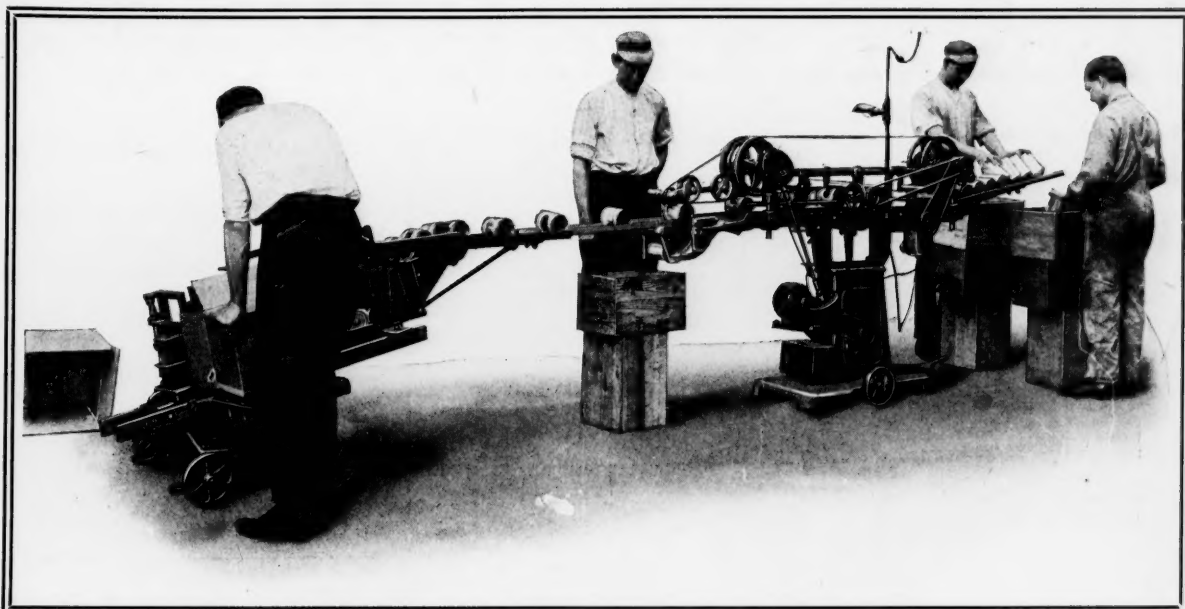
PHILADELPHIA
320 North 13th Street

Represented by

Swigart Paper Co.
CHICAGO

The John Leslie Paper Co.
MINNEAPOLIS

Walter J. Willoughby
SAN FRANCISCO



“Take Care of the Pennies”

It is the little things that count. “Take care of the pennies and the dollars will take care of themselves” is an adage based upon long human experience.

When you pay a dollar and a half to obtain labeling, which, with a Burt Automatic Labeler, you could produce for one dollar, you lose fifty cents. Fifty cents is a little thing these days; it won't buy much.

But five thousand times fifty cents is \$2,500. That's a considerable item and will buy a great deal.

That's why it pays to investigate Burt Automatic Labelers. This machine, supplemented with the Burt Mechanical Inspector and Caser, eliminates at least two persons in the labeling department and does from 1/3 to 1/2 more work possible with a labeler alone.

Our many years of experience are at your disposal. Help gladly given.

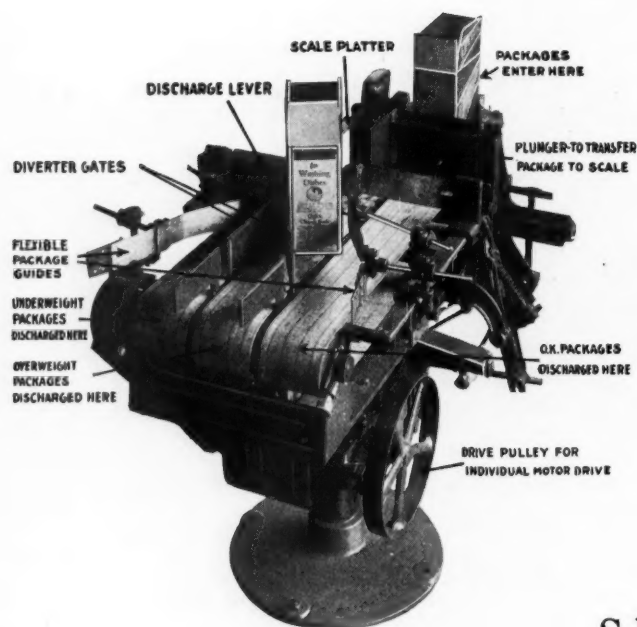
Midwest Office,
564 W. Randolph St.,
Chicago

BURT
MACHINE
COMPANY
BALTIMORE MD.

Sales Agencies:
New York City,
Ogden, Utah, San
Francisco, Hayward,
and Los Angeles, Calif.,
Seattle, Wash.

LABELERS, INSPECTORS AND CASERS FOR ROUND CONTAINERS

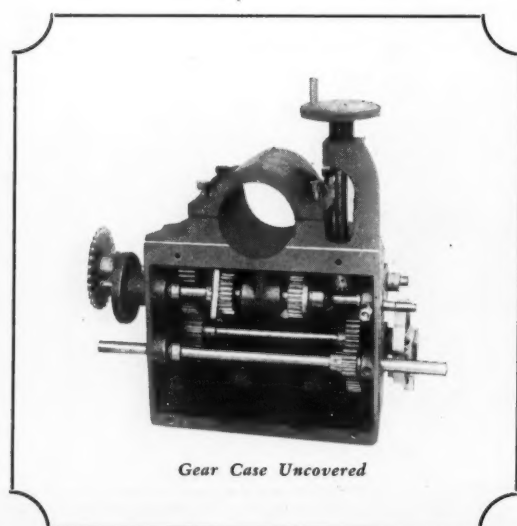
E & R Check Weighers



Route of Package Through Machine

The machine takes the package from a conveyor belt after it leaves the Automatic Scale, filling machine or a group of hand weighers, but *before* the top of the package has been closed, and places it on the scale which is a part of the check weigher. The mechanism then determines whether the package is within the tolerance for which you have set the machine.

If the package is below the minimum



Gear Case Uncovered

Overweight Losses.

Loss of Business and Goodwill
Will through underweight

To *Guarantee* the Weight Condition
To Quickly Build Up the Accuracy

**The use of E & R Check Weighers
for the first time says the
everack**

SPECIFICATIONS E & R

tolerance limit it is diverted to one belt, if over the maximum tolerance limit it is diverted to another belt and if within the tolerance it is passed through the machine undisturbed into your production line.

Accuracy

The determination of the weight status of the package is *mechanical* and *positive* and with an accuracy of one thirty-second of an ounce above or below each tolerance limit, which you may set wherever you desire.

Speed

The check weigher will handle 35 to 40 packages a minute. It is wise to run it as slowly as possible and still take care of the output. By using a right hand and left hand assembly, two machines can be installed to take from 70 to 80 packages per minute.

Size of Package

Minimum 2-in. wide; $\frac{3}{4}$ -in. thick; 2-in. high
Maximum 7-in. wide; $4\frac{1}{2}$ -in. thick; 12-in. high

The machine is adjustable to any size package between these limits by changing the plate on the face of the feed lever and adjusting the package guides.

**Manufactured by
ELDER & ROY**
Designers and Builders of Special

5700 W. Chicago Avenue

Protect Your Packaging Room

PROTECT YOU FROM

careless Adjustment of Automatic Fillers and Weighers.
 Trouble with Federal, State, and Local Laws on
 Weights and Measures.

AND ENABLE YOU

Condition of Every Package Shipped.
 Accuracy and Morale of Hand and Piece Weighers.

**Check Weighers enables the manufacturers
 to guarantee the weight condition of
 every package leaving his plant.**

THE CHECK WEIGHERS

Weight of Package

The Check Weigher will handle packages weighing from ½ ounce up to 5 pounds, over 1½ pounds a special attachment is required.

Motor

One-quarter H. P. motor—1750 to 1800 R. P. M. required. Pulley 1⅞-in. x 1¼-in. wide for speed of 35 packages a minute.

Gears Enclosed

All motor speed reduction and actuating gears run in oil, fully enclosed in a gear case, a feature of extreme value in the average plant.

Right-Hand or Left-Hand Assembly

Machines can be furnished assembled either right-hand or left-hand. Looking in the direction of travel of the package through the machine a right-hand assembly has the scale on the right side of the intake or feed belt. Right-hand assembly shown in accompanying illustrations.

Telescoping Pedestal Column

Adjustable to any height belt from 32-in. to 38-in. above the floor. If other height is required we should know it when order is placed. As low as 24-in. can be furnished.

Manufactured by

ROBINSON CO.

Special Automatic Machinery

CHICAGO, ILL.

Floor Space

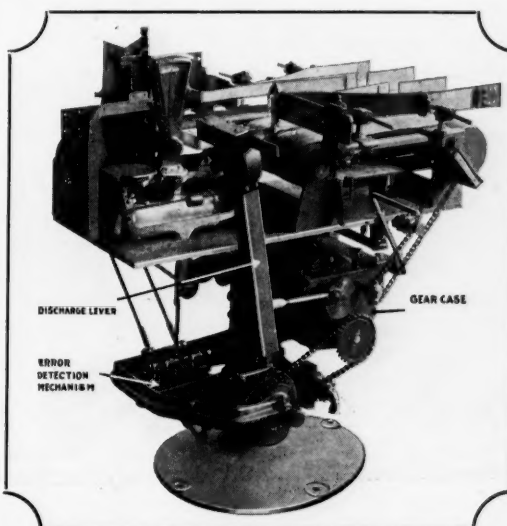
Thirty-three inches wide by 37 inches long. Care should be taken to locate the machine where the discarded packages can be taken away or cared for.

Workmanship and Material

Only the best of workmanship and material used. All running shafts bushed with standard "Bunting" bronze bushings.

Guarantee

The machine carries the usual manufacturer's guarantee of one year against defective workmanship and material.



Check Your Cost of Sealing



Used By Representative Companies Such as:

Pet Milk Company
 Corn Products Refining Co.
 Armour & Company
 Quaker Oats Company
 Anheuser-Busch, Inc.
 Van Camp Packing Company
 Procter & Gamble Company
 Canada Dry Ginger Ale Co.
 Atwater-Kent Mfg. Company
 Lambert Pharmacal Company
 Fels & Company
 Owens Bottle Company
 Hazel-Atlas Glass Company
 Carnation Milk Products Co.

Also other representative packers.

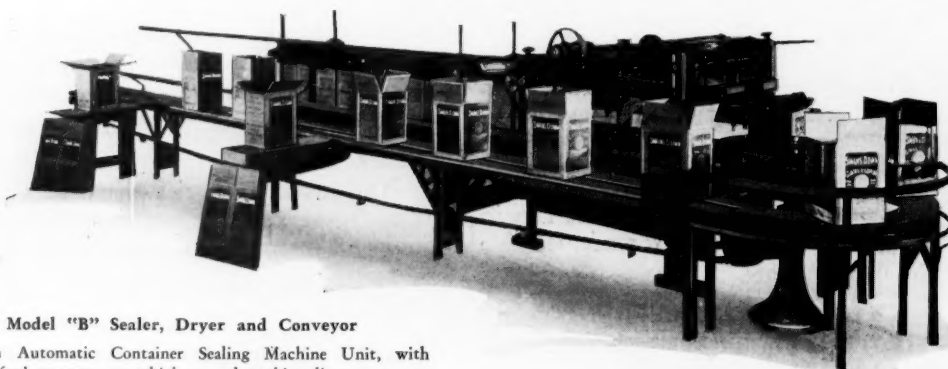
You may be amazed to find that your present method of handling and sealing fibre or corrugated shipping cases — or of stitching or taping them — is costing each year as much as would an AUTOMATIC Sealing Machine installation. Why not change the *loss* to *profit*?

Ferguson Automatic Container Sealing Machines will do the work and save money at the same time. The degree of saving depends upon the number of containers to be sealed.

There are several models, one of which will surely meet your requirements. The Model "D" with 8-ft. or longer dryer is for sealing both tops and bottoms of containers and is built in both permanent and portable styles. Another Model "D" is for sealing one end of containers only. Model "B" is illustrated below.

Ferguson sealers being simple in construction and operation mean lower maintenance costs. Fewer parts in motion require less power and mean less wear. Multiple production in one machine eliminates hand labor and insures a steady flow of work. Easily and rapidly adjusted for various size shipping cases.

You should investigate this profit earning equipment.



Model "B" Sealer, Dryer and Conveyor

Ferguson Automatic Container Sealing Machine Unit, with parallel feed conveyor to which several packing lines may connect. For sealing one or both ends of cases.

J. L. FERGUSON CO.
 JOLIET ILLINOIS
New York Office
F. E. HUHN
 25 BEAVER ST.



MODERN PACKAGING

11 Park Place, New York, N. Y. Copyright 1927.

VOLUME ONE
NUMBER THREE

NEW YORK, November, 1927

\$2.00 FOR THE YEAR
25 CENTS A COPY

Packaging Two Different Products

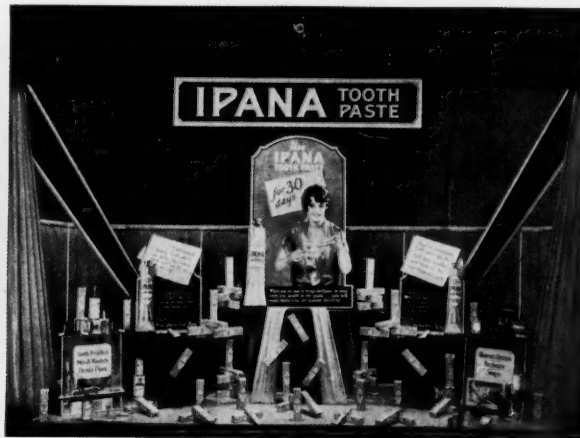
Vacuum Filling Plays Important Part in Packaging of Sal Hepatica and Ipana Tooth Paste—
Ideal Plant Conditions and Modern Equipment Secure Efficient Production.

By D. E. A. CHARLTON

TO THOSE who are inclined to believe packaging operations are "rule of thumb" practices or to consider that it is a simple matter after all to equip and conduct an establishment that will deliver a given number of packages over a certain time

more, the company is not content to stop at this point, for continual experimentation and expansion of present equipment are being carried on to keep pace with the increasing demands for Bristol-Myers products. It is also interesting to learn that this company

ing Sal Hepatica, the first step is the preparation of the caps which are placed on the bottles, of which there are two sizes. These caps are of frosted finish aluminum and are purchased in bulk lots. The liner is of waste stock from the box plant and is



Window displays used by retailers in sales of Sal Hepatica and Ipana tooth paste. As will be seen in each of these, the packages are decidedly in evidence

period, the plant of the Bristol-Myers Co., Hillside, N. J. is to be commended. Long before the visitor has completed his inspection of the various steps utilized at this plant in the packaging of Sal Hepatica and Ipana tooth paste, the two outstanding products of the company, he is aware that the planning and execution of the work have involved a great deal of time, expense and scientific study. Further-

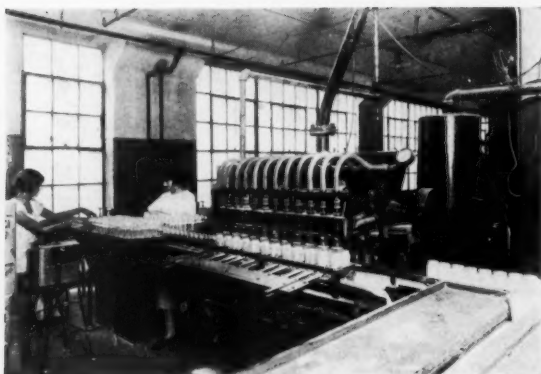
not only follows a system for checking packaging work as it is done in the plant but also makes it a practice to determine the results after the packages have been shipped. In this way a close check is kept and any needful corrections can be made.

Cap Liners from Waste Stock

Taking up in sequence the several operations which are used in packag-

die punched and inserted by a machine of the company's own design. Due to the nature of Sal Hepatica a small amount of play is allowed in the liner, thereby permitting an escape of any gas resulting from changes in temperature which might affect the salts contained in the preparation in a detrimental manner.

The filling of the bottles involves two principles that are not ordinarily



Sal Hepatica bottles are filled, two at a time, by vacuum vibrating machines



Capping, labeling and cartoning of Sal Hepatica follow in sequence



General view of Sal Hepatica packaging department. Note bins for display boxes at left



Labeling sample bottles. In background is equipment for cutting and inserting cap liners

found in work of this nature. Liquids have long been amenable to filling by vacuum but solids have not lent themselves so readily to the same means. In the usual style of powder machine, the greatest difficulty is experienced in keeping the machine free from powder, resulting in the necessity for brushing or blowing equipment which plays on the moving parts or some other device to prevent dust. With a vacuum device such as used here, the sucking necessarily pulls all dust and powder away from any possible contact with moving parts. In addition to the application of this principle, the filling machines incorporate a vibrating unit by means of an alternating current electro-magnet which successfully packs the Sal Hepatica to the complete volume of each bottle. This packing process, as formerly used, was obtained by mechanical means but resulted in considerable breakage of bottles. Twelve bottles are filled simultaneously on each machine and are then carried to the capping machine

by means of a belt conveyor.

At the capping machine, which is of the hand fed screw type, the aluminum caps are placed on the bottles, given the necessary turn to fasten them securely and pass on to the labeler after being brought from a vertical position to the horizontal. The labeler wraps the stock label around the circumference of the bottle, paste being applied at the lap of this wrapper.

Automatic Cartoning, Sealing and Wrapping

Another belt conveyor takes the labeled bottles to a cartoning machine where each bottle is automatically inserted into one end of a carton, both ends of which are open. As the bottle is pushed forward into the carton it carries ahead of it a descriptive circular. The ends of the cartons are sealed and they pass out on a conveyor, the sides of which exert a slight pressure on the ends until the glue has dried sufficiently to hold the flaps. From this point the cartons are con-

veyed to an automatic wax wrapping machine which is fed by a continuous roll of waxed paper. Each carton is completely wrapped, both ends sealed by means of a heat unit and the packages are then ready to be placed in full telescope display boxes. Each of the latter contain 12 packages and are hand packed, a constant supply being provided in racks or bins directly above the packing tables. The bins are supplied with the assembled display boxes from an overhead belt system. The boxes are then sent to the shipping room for placement in corrugated containers.

Sal Hepatica is packaged in three different sizes. The $2\frac{1}{2}$ oz. size is inserted in cartons 2 in. x 2 in. x $3\frac{7}{8}$ in.; the $6\frac{1}{2}$ oz. size, $2\frac{1}{2}$ in. x $2\frac{1}{2}$ in. x $4\frac{3}{4}$ in., and the $14\frac{1}{4}$ oz. size in cartons $3\frac{1}{4}$ in. x $3\frac{1}{4}$ in. x $5\frac{3}{4}$ in.

In addition there are sample bottles which are hand filled and capped although the labeling of these is done on automatic machines. In preparing bottles for export, an additional pre-



Filling tubes and cartoning Ipana tooth paste



Bundling machine (left) and (right) sealing equipment

caution is taken before the covers are put on. A thin seal of low melting wax is placed on top of the salt, this serving to keep out the moisture and at the same time having no injurious affect on the contents.

The display boxes, as well as the two sizes of knock down cartons, are cut and printed—in two colors—at the company's plant. A fairly complete printing equipment also serves to prepare many of the circulars and informative material required for use with Sal Hepatica, Ipana tooth paste and other products. The latter include

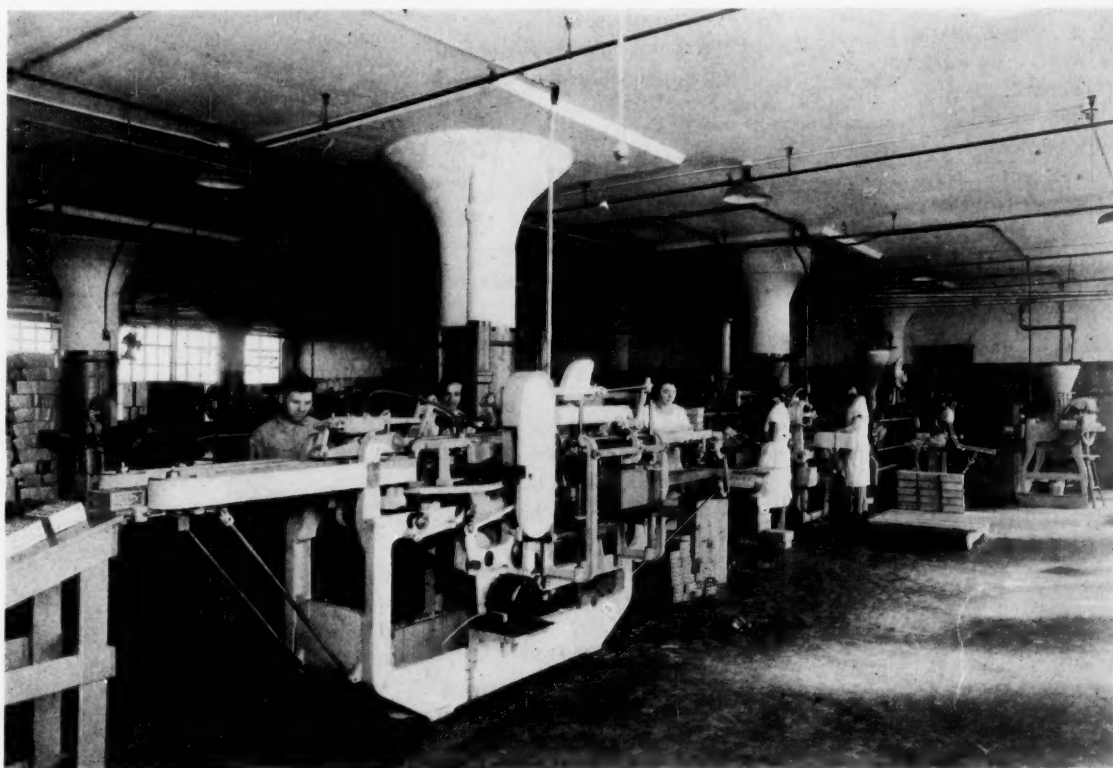
Gastrogen Tablets, Ziratol, Sagraphen Tablets, Yellow Jackets and liquid soaps.

The packaging operations for Ipana tooth paste occupy the same floor as the Sal Hepatica units although the two departments are separate. In the former, ivory paint has been applied to the several machines and the result is a pleasing and striking effect.

Filling 80 Tubes Per Minute

The tin containers or tubes for Ipana tooth paste are supplied by the maker in partitioned boxes, the open

end on top with the screw cap already fastened on. These are examined by girls and then placed, with the open end up, on a gravity conveyor which carries them in groups of 72 to the filling machine. The latter operates as a suction pump, filling the tubes from the cap end upwards. The filled tube—still inverted—is carried along, the open end closed, then folded and the clip, which completes the seal, crimped on. A control number, which is placed on each completed tube, is stamped on the clip. The tubes are filled and the other described opera-



Machine shown at left wraps six Ipana packages to each bundle or packet. Tube filling machines for samples shown at extreme right

tions performed at the rate of 80 per minute.

The tubes are then dropped, two at a time, on a moving belt and carried to a cartoning machine. Here the tube, together with a descriptive circular is inserted in a tuck-in carton and the ends are closed. By belt, the packaged tubes are then carried to a bundling machine where packages of six in a two color printed wrapper of 40-lb. Kraft paper are made up. A label or seal which matches the wrapper is placed on each end. Twelve of these packages, or six dozen cartons, are then placed by hand in a corrugated box and sent to a full automatic, top and bottom sealer which is followed by a pressure unit to complete the sealing of the cartons. Skids and lift trucks are used to move the filled corrugated boxes from the packaging room to the elevator where they are lowered to the shipping department for subsequent marking, routing, and distribution.

Three sizes of tubes are used—large, medium (for export) and sample sizes. For the filling of these, two machines are used for the large size, one for the medium and a special machine for the sample tubes.

This article would be incomplete without some mention of the general appearance of the two packaging departments described. Plenty of light, excellent ventilation and extreme cleanliness are in evidence everywhere—and these no doubt contribute to the efficient operations that can be said to be characteristic of the entire plant of the Bristol-Myers Co.

Equipment and supplies used in packaging Sal Hepatica:

Filling machines: Cundall, Power and Mosher, Inc.
Conveyors: Karl Keifer Co.
Screw Cappers: Cundall, Power and Mosher, Inc.
Labelers: Burt Machine Co., Economic Machinery Co.
Wax wrapping machines: National Packaging Machinery Co., American Machine and Foundry Co., Johnson Automatic Sealer Co.
Cartoning machines: National Packaging Machinery Co.
Perforating machines: American Perforator Co.
Counters: Durant Manufacturing Co., Veeder Co.
Caps: Aluminum Container Corp.
Bottles: Maryland Glass Corp.
Adhesives: Arabol Manufacturing Co., General Adhesive Co.
Wax Paper: Newark Paraffine and Parchment Co.



General view of Sal Hepatica packaging department showing cartoning machine in foreground

Equipment and supplies used in packaging Ipana tooth paste:

Filling machines: Arthur Colton Co., Weimann Bros.
Cartoning machine: R. A. Jones Co.
Wrapping machine: Package Machinery Co.
Sealing machine: Standard Sealing Equipment Corp.
Conveyor tables: Karl Keifer Co.
Lift trucks: Steubing-Cowan Co.
Tubes: Sun Tube Co.
Cartons: American Carton Corp., Robert Gair Co.
Shipping cases: J. W. Raffel Co.

W. P. Bennett Opens Toronto Office

W. P. Bennett, formerly of the Rudd Paper Box Co., of Toronto, Ontario, Canada, has opened an office at 21 King St., East Toronto. He will act as mill agent for box boards, papers, printing inks and general supplies for paper box manufacturers.

Outside Packages for Cosmetic Preparations

The Editor,
Sir:

I should like to get your opinion on the merits of chipboard as against corrugated boxes for outside packages for cosmetic preparations. These chipboard boxes are packed in wooden cases for shipment. Our problem is that chipboard is lighter and it is considerably less expensive. If chipboard is durable we would like to adopt it as standard. There may be post office or express regulations against chipboard. I do not know. We have had one package, consisting of four bottles of a scalp preparation, packed six in an egg nest within a chipboard box

and we never had any breakage. This may or may not be a modern miracle.

I should also like to get your opinion on the merits of corrugated versus wooden cases for freight shipments and also for export shipments. In packing liquids in bottles which are contained within corrugated board containers, is the general practice to put excelsior into the wooden cases also?

M. COMPANY.

October 18, 1927.

F. X. C.

The use of chipboard is impracticable for liquids in glass because it has no cushion value and its use is liable to result in breakage. The express company does not permit chipboard to be used but specifies corrugated. Post Office rules are more indefinite but they also require corrugated in most cases such as the present. The safest way usually is to get the Post Master's approval on the particular package.

Excelsior is never used in corrugated boxes and very rarely in wooden boxes or bottles because corrugated nests are so much cleaner, easier to handle and not dependent on the conscientiousness of the packer. For domestic freight shipments corrugated also is much preferable for the outer container as it absorbs the shocks that are transmitted through the walls of a wooden box. For export shipments this corrugated container is often incased in an outer wooden container. The domestic shipments by freight and express are very accurately covered by regulations regarding packing requirements but in the case of export each steamship line makes its own rules.

French Trade Packings

Loyalty to Traditions Has Prevented Noticeable Alteration in Established Packages for Everyday Goods — Keen Competition Among Quality Articles Has Produced More Attractive Packages

By R. L. DUPUY

I SHOULD have liked to have given a general survey of artistic packing of goods in France within the scope of this essay and to have included the simple packings of everyday goods as well as the expensive covers of perfumes. But I must confess that although articles of luxury are presented in a really artistic manner, the articles of daily life usually appear on the market in very mediocre wrappings. In fact, among these last goods I found nothing which it would be worth while to display in this place.

What is the reason of this mediocrity? Is it because effective packings are more expensive or more difficult to produce? No, this cannot be the case. It is certain that without a greater expenditure on colors, or the use of more expensive paper or cardboard, but simply by the greater or lesser striking quality and the more or less fortunate choice of colors, one can create wrappings which impress themselves upon the buyer, and which therefore add considerably to the value of the wares which they enclose.

It is the French manufacturer who is to blame for this mediocrity. At all times disposed to reject all advertisement, at least modern advertisement, he has absolutely no understanding of the importance which the outward presentation of the wares he has to sell may possess—even from a purely mercantile standpoint. All French provisions, for example, are sold in wrappings as like as peas. No French

pressing themselves upon the public."

Traditions Handicap Design Changes

Another reason for the poverty of the wrappings lies in the fact that the old French firms who were the first to put their wares on the market in packings under their especial signature, hesitate for traditional reasons to present their products in a new guise.

When I criticized French posters I called attention to the fact that in France one must always reckon considerably with the business men's loyalty to tradition. Just as they themselves are dependent upon their habits, so they fear to disturb the habits of their

customers, and it appears to them that they are provoking a catastrophe if they alter as much as a label or a wrapper by which they had previously been recognized. It is certain, however, that this anxiety is exaggerated, for with a little ingenuity it is easy enough to accustom the consumer to something new.

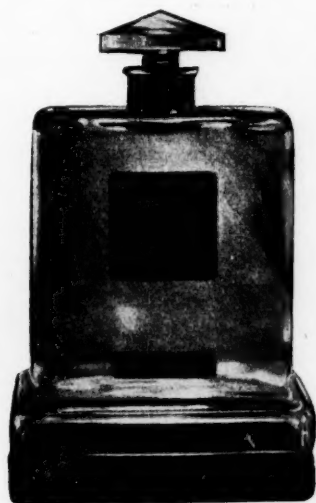
In any case I must confine myself to the consideration of a special form of



Box by Loubok for lead pencils

manufacturer ever seems to have thought of the systematic employment of his wrappings as a decorative element in the shop window of the small dealer. It does not seem as if any one of them has ever said to himself, "If

We are pleased to reproduce, by special permission, the following article which appeared in Vol. 4, No. 9 (September, 1927) of INTERNATIONAL ADVERTISING ART (GEBRAUCHSGRAPHIK). The illustrations of French packages shown exemplify the point made by the author that the more attractive wrappings are to be found containing competitive articles of quality.—Editor.



An attractive setting for perfume

my wrappings are more original, more interesting than the others, then the small dealer will unconsciously incline to give them the best position in the window. And thus presented in a prominent position, my wrappings will have a particularly good chance of im-



Soap wrapper of dainty design

wrapper, that is, almost exclusively, the packing of toilet articles, of perfumes and of sweets. At the same time to give an impression of the wrappings ordinarily in use, two wrappings which are used by French cigarette manufacturers for cheap quality cigarettes. Doubtless these wrappings are less interesting than those employed in many other European countries, more especially in Germany, but those who know how the old cigarette packings of French manufacture used to look, will acknowledge that we have here the timid beginnings of more original and pleasing forms.

I also show an example of a box fashioned by Loubok for a particular brand of lead pencil, "L'Atlantide" which is not without interest.

Wrappings for Articles of Quality

The wrappings created for articles of quality, on the contrary, are extraordinarily interesting, manifold and often extremely original. This is to be attributed on the one hand to the fact that the gigantic competition among these articles in Paris forces the various manufacturers continually to differentiate the wares which in themselves are so similar: on the other hand it is also conditioned by the fact that the wrapping of an article pertaining to luxury or the toilet, forms in a certain sense a part of the article itself, and that these wares are very often judged according to the outward

artistic publishers for best results.

This is, for example, the case with the Innoxa products; the various means of advertisement employed by this firm, such as advertisements, window-dressing, cases, boxes, and print-

powdered wig. The Parfums Ninon also derive their name from Ninon de l'Enclos, the famous courtesan of the reign of Louis the Fourteenth.

In this feeling for "ancient art" the firm of Tolmer has created some very beautiful boxes. All of them take their motives from the great legendary voyages of past centuries. The very names of these wrappings, "Zaire", "Forever", "Farewell of the Mariner" call up memories, and they display very naive and decorative pictures in strong and lively colors full of violent contrasts. All the wealth of French folk-lore, legends, fairy-tales, have been drawn upon for material.

Another and very delightful tendency is the absolutely modern, which is principally directed towards the conventionalizing of the decoration and the simplification of the form. Here we find boxes which follow purely geometrical forms, cubistic, cylindrical,

ing-matter are all carried out in a very uniform and artistic manner by the "Office d'Editions d'Art." Further specialists in luxurious wrappings are the firms Tomer, Marbœuf, and Loubok, from whom however, I was unfortunately able to obtain only a few samples of their work.

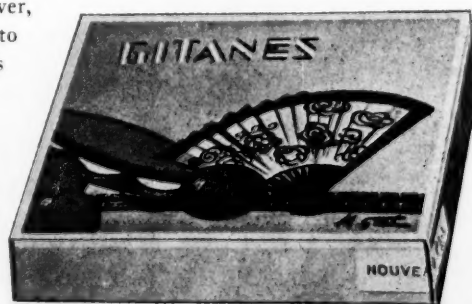
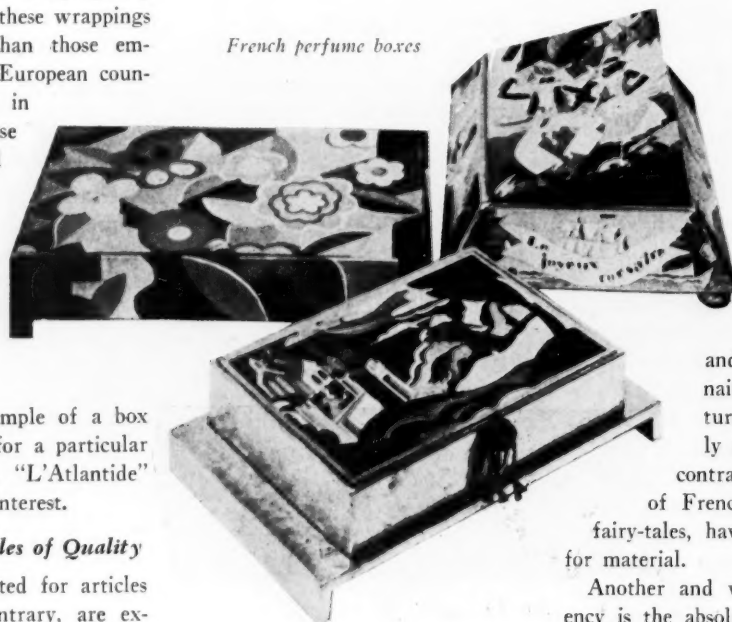
Trends in Better Wrappings

Two plainly varying tendencies prevail in the fabrication of luxurious wrappings. On the one hand there is the tendency to employ classic forms and motives out of the rich artistic past of France. Especially the 18th century, which is regarded today as the century of grace and beauty, offers much inspiration to the artist, especially as most of the factories derive their trade-marks from something pertaining to this period, as for example the Parfumerie Luzy, whose trade-mark is a Marquise with a gigantic with-

three-cornered, pyramidal. Originality is achieved here principally by means of the costliness of the material employed; silver cloth, velvet, brocade; covers, ornaments and clasps made of noble metals, plates of hammered copper or brass or enamel.

Finally the perfumery branch especially shows a decided fondness for original forms—bottles in human or animal form, boxes which open like a cupboard or a book, and so on.

French perfume boxes



A simple but effective box



Powder and a vanity box

impression which they create, and chosen and brought according to this impression. Finally the show-window, in fact everything in the nature of advertisement which is designed for these wares must display an artistic tendency, so that the manufacturers are forced to work in common with artists or

But I begin to stray away from my theme, for here it is no longer a question of wrappings, but of articles of artistic value, often more precious than their content. Here is a question of a whole branch of industry, complete in itself, that is to say, the artistic gift, and these objects must be studied in detail by themselves.

Interesting Radio Tube Box

RADIO tubes can quite properly be classed as delicate instruments. The sensitive filament, the connections and globe, or glass covering which en-



Assembled radio tube box

close the elements are such that a higher degree of protection for each is required at all times. The radio tube

may leave the maker's factory in perfect condition, being amply protected in its original wrapper or container, only to receive careless handling by the retailer which makes it inadequate or unfit for use in the radio set. Quite naturally a purchaser demands that a tube be properly tested before he accepts same. It is not unusual to discover that although full strength was indicated at the time of purchase, after the tube is placed in the set a derangement of filament or some other defect caused in transit is evident.

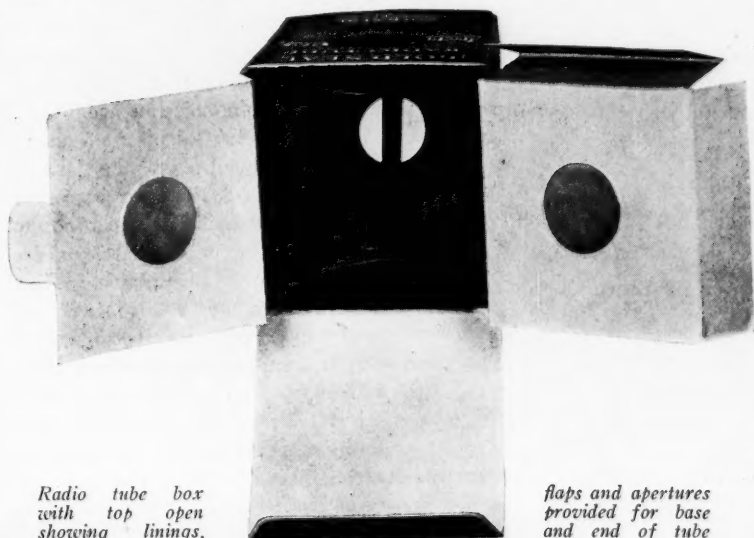
To secure proper protection to the tube and at the same time permit testing without handling of the tube, the Gold Seal Products Co. makes use of an interesting box which embodies some excellent features in container manufacture. This is known as the "G-Air" cushion box and has been adopted as the standard radio carton by the above company. As may be seen by the accompanying illustrations, the box consists of two parts, the box proper and the liner. The liner is purposely made of a larger perimeter than that of the box proper and with the grain parallel to the length of the box, so that upon insertion the sides are thrown out, forming cushions on the four sides. These cushions exert a slight pressure on the sides of the tube, holding it in place and at the same time absorbing any lateral shock. A circular aperture on one side of the box, as well as one of similar diameter on one side of the liner allow the visibility of the light when the tube is

being tested. By an ingenious system of folds on the top and bottom laps of the box the tube is firmly held in place longitudinally so that when the container is closed, inspection may be made of both top and bottom of the tube. The last lap on the bottom consists of a split circle opening so that the piece completely straddles the connecting base of the tube, thereby permitting the pins to extend out of the tube just enough to allow testing without disturbance of the tube or box. These cartons are supplied flat; they are opened and the liner inserted by hand when ready for use.

The Value of Set-up Boxes

ALL packages, writes *Box-Craft*, possess certain general characteristics—shape, size, color, design, type, atmosphere, display value, etc.—but there are certain advantages possessed by the set-up box and certain uses for which it is especially adaptable, which the better box manufacturers know.

1. Set-up boxes are especially adapted for packing the following:
 - a. Unique, irregular outlines, curved surfaces, heptagon, octagon, etc., where pasting must be done.
 - b. Huge-sized or bulky articles that are too large for the folding box—clothing, toys, flowers, hats, etc.
 - c. Very tiny articles that are too small or too shallow for folding boxes—jewelry, handkerchiefs, hairpins, etc.
 - d. Fragile articles where hand packing is necessary to prevent breakage, or in mailing boxes.
 - e. Expensive articles, vanities, etc.
 - f. Where interior packing or a platform is necessary for display purposes or shipping purposes; manicuring sets, silverware, perfume bottles, etc., or any product within an unusual outline.
2. No machinery is needed in closing the box, or in setting it up. The user does not have to do anything except fill it.
3. Set-up boxes are especially adaptable to the manufacturer whose output is small or varies greatly in size, quantity or combination, or is subjected to seasonal variation.



Radio tube box with top open showing linings,

flaps and apertures provided for base and end of tube

Savings in Package Labeling

Automatic and Semi-Automatic Machines Produce Larger Output and Occupy Small Floor Space — Work Done More Neat and Uniform Than by Hand

By L. W. HOWELL

Economic Machinery Co.

MANY manufacturers who market their products in bottles, jars or other small packages to which are pasted paper labels continue to have the labels pasted and affixed by hand because they do not realize the large saving in time and money that can be effected by using machinery for this purpose. The art of labeling machine manufacture is one that has been developed over a period of many years, and the highly successful machines which are available today have not sprung into being instantaneously but rather have been developed to their present efficiency over a period of years from crude and awkward beginnings. During these years many improvements and refinements have been made until today labeling machines can be purchased which materially shorten the time required for doing this work but which also do the work more neatly and uniformly than it is done by hand.

Some of the advantages of the modern labeling machine are the following: it produces a large output, occupies a comparatively small floor space, labels neatly, accurately and uniformly.

Production Governs Choice of Machine

Labeling machines are divided into two general groups, automatic machines and semi-automatic machines. The automatic machine is applicable to the plant having long continuous runs of packages of the same size and the semi-automatic machine which is adaptable to the plant having a smaller production or having a production which consists of varying sizes and styles of packages. The semi-automatic machine is more quickly adjustable from one style package to another although the fully automatic labeler is faster when in operation.

In one of the large food factories in the East a test was made recently by a

reputable firm of engineers to find out just what results were being obtained by the use of automatic labeling machines. In this factory a battery of six automatic labelers of rotary type are being used. Each machine operates at a speed of 72 jars per minute. The average production per day of 7½ hours is 29,160 neatly and uniformly labeled jars, thus indicating an efficiency of approximately 90%. Each machine occupies a floor space of approximately 4 ft. x 4 ft. for the machine proper and 2 ft. x 10 ft. for the conveyor and is connected to the discharge conveyor from the capping machine so that a completely automatic unit is formed. Only one operator is required whose duty it is to keep the machine supplied with labels and glue, and also to inspect jars and caps before they enter the labeling machine. The goods handled are of high quality with a national reputation, and therefore none but clean labeling and uniform placement of labels is tolerated. There is no record of bottle breakage chargeable in any way against the labeling machines and this is indicative of good mechanical design and workmanship. The cost of labeling has been carefully figured, taking into consideration depreciation, repairs, cleaning, power and other overhead expense as well as the actual labor cost; and the resulting cost of labeling one thousand jars proved to be 34.9 cents.

Flexibility in Semi-Automatic Labeler

In this same factory semi-automatic or hand-fed labelers are being used for jars and bottles of sizes on which there is a smaller production, but at the same time the output is large enough so that labeling by hand would not only cause serious delay but would also prove too expensive. Each semi-automatic machine occupies floor space about 3 ft.

x 3 ft. and has one operator. As hand feeding and packing require the entire attention of one girl on each semi-automatic machine, an extra girl is provided to do nothing but inspect. Each semi-automatic labeler operates at a speed of 36 jars per minute with a 75% efficiency producing about 27 labeled jars per minute. Therefore, two semi-automatic labelers requiring three girls do not produce as many labeled jars per minute as one automatic machine with one girl. However, in spite of this unfavorable comparison with the automatic machine the semi-automatic has its place for it is more flexible in adjustment and more versatile in range. When compared with hand labeling we find the evidence of efficiency strongly in favor of the machine, for with a machine one girl can do the work of four or five hand workers.

Greater Floor Space for Manual Labeling Methods

Where labels are affixed by hand each girl sits at a table on which is a work board and a paste pot. With a brush a thin coating of paste is spread over the board, then two dozen or more labels are spread out in the paste face up. With this method a much greater amount of floor space is occupied by girls and tables than by machines and girls where the machine method is used. The labels are picked up again one at a time and applied to the jars or bottles. Each label must be wiped down very carefully in order not to smear the face of the label or the jar with paste. In addition to this, care must be used not to twist the label too far off center when wiping. By the hand method of labeling it requires girls who are particularly skillful and careful in order to get uniform and neat labeling, but even when care is exercised many packages have to be labeled over again if the system


GAIR

SHIPPING CASES

Corrugated and Solid Fibre



Six Box Board Mills with an Out of

THE hidden strength of a Corrugated Case lies in the line of greatest resistance, i. e. . The slightly flexible continuous arches, with crown and feet firmly cemented to walls of Jute Liner give you a combined arch and truss formation which is the most unyielding known. But buildings have collapsed and bridges have gone down because the science of construction was betrayed by false materials.

The Straw Paper that forms the arches in Gair Corrugated Cases comes from our Quincy Mill, and the raw material is brought in from the surrounding wheat fields of the middle west. The manufacture of Gair Straw Paper is closely supervised to get the springy stiffness that takes up impact. No substitute for Straw can properly hold the fluting or show the resistant qualities of good Straw. Our Jute Liners are produced on Gair Board Machines at our Thames River Division, where they run under regulations that uphold the merits of the inside and outside of Gair Corrugated Cases.

Corrugated Cases are externally deceptive. Is the Jute Liner of your Cases good and tight in formation, or is it wild with vulnerable thin spots? A knotty sheet at long range looks all right, but the ruthless Gair drum test unmasks its weaknesses and cheap construction. We have developed tests that pre-determine the strength, endurance and the protective qualities of our Corrugated Cases. Every element that comprises them is manufactured according to our own exact formulas in our own Mills and under the direction of thorough experts.



ROBERT GAIR

MILLS AT

PIERMONT, N. Y.

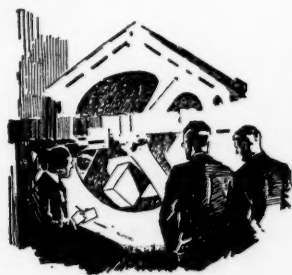
NEW LONDON, CONN.

HAVERHILL, MASS.

TONAWANDA, N. Y.

CHICAGO, ILL.

QUINCY, ILL.



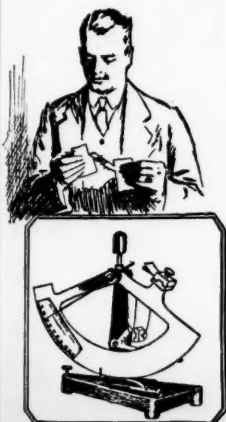
THE famous Gair "Drum Tester" duplicates in half an hour the handling a product would receive in a journey of 30,000 miles.

Out of Twelve Hundred Tons Per Day

GAIR Solid Fibre Cases have a fine external finish and are made of sound substance. Their quality is safeguarded from the Kraft that goes into the Mill's beaters to the strength of the rust-proof staples that join them. They are built sturdily and with a severe eye upon waste in manufacture. The packer enjoys care-free shipping economy and knows that the Gair Case contributes to his good service. But—perhaps there is a loop-hole for further saving. Is the physical structure of your Solid Fibre Case exactly suited to the contents? Does the shape lend itself to stacking in neat, firm tiers in your warehouse? Does its measurements facilitate handling in transit so that standing on sides or ends will be avoided because it is given an obvious base? These are questions that our Engineers are ready to answer.

A former Fellow of the Mellon Institute of Industrial Research heads the Shipping Case Division of our Department of Design. He is a Chemist and Engineer of wide experience and knows and watches the integrity of the substance that goes into the Case, as well as the resistance of its structure to strain. Under him, a staff devises the interior fittings for very special Corrugated or Solid Fibre Cases to meet peculiar requirements.

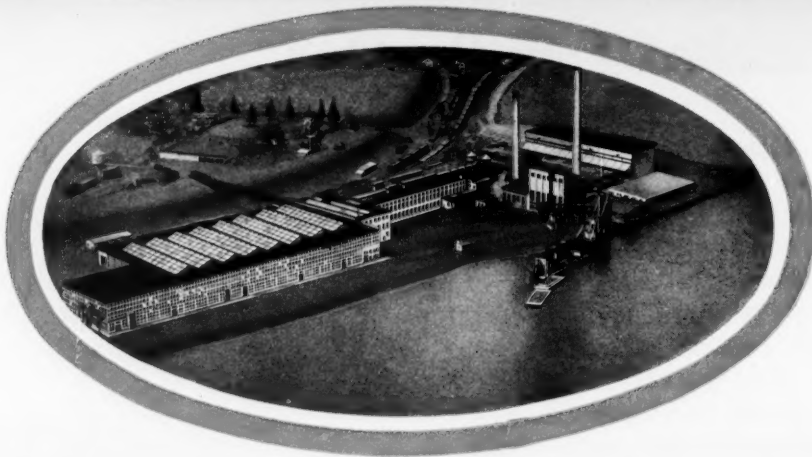
Sixty-two years' experience in the manufacture of Paper Products and the six Paper Mills and Fabricating Plants linked by short distances between New York and Chicago that have grown from the seedling factory that began in a small loft in 1864 are evidence of the sincerity and searching self-criticism with which our goods are produced.



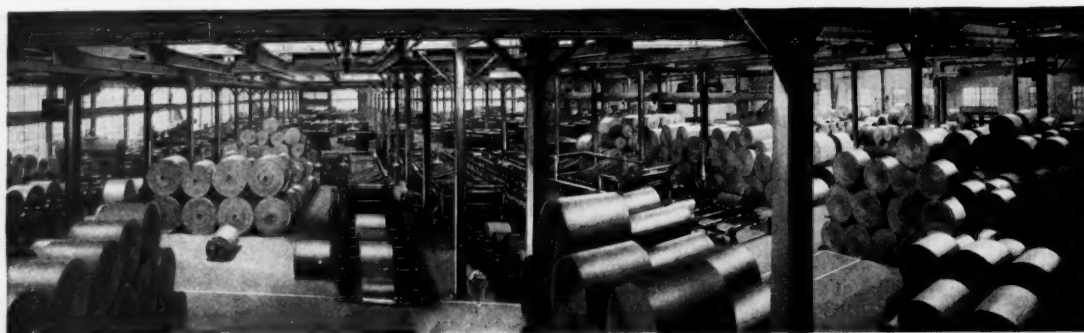
GAIR TAPE is an example of the care with which we try to perfect every detail. Every lot of it is tested in advance by the special machine illustrated. To prove its strength yourself, glue a strip of it to a strip of any other tape, as shown above, and pull!

COMPANY

General Office—420 Lexington Avenue
NEW YORK CITY



Our Thames River division, comprising Box Board Mill and Corrugated Case Department stretches one-quarter mile along the Thames River above New London, Conn. The plant stands foremost in modernity of structure and equipment.



Corrugated Case Finishing Department of Robert Gair Company's Thames River Division.

Our Piermont Division fronts the Hudson River one-half mile at Piermont, N. Y. It consists of an important Box Board Mill, Fibre Shipping Case Department and a Folding Carton Plant, supported by large and excellently appointed printing and lithographing rooms.



ROBERT GAIR COMPANY

*General Office—420 LEXINGTON AVENUE
NEW YORK CITY*

MILLS AT

*PIERMONT, N. Y.
TONAWANDA, N. Y.*

*NEW LONDON, CONN.
CHICAGO, ILL.*

*HAVERHILL, MASS.
QUINCY, ILL.*

Six Box Board Mills With an Output of 1200 Tons Per Day

of inspection is efficient. Thus it will be seen that the hand process of labeling is inconvenient.

Modern factory practice has demonstrated the importance of machine production and that manufacturer is wise who leaves no stone unturned to place all of his manufacturing on a machine basis. The use of machinery in the finishing or packing department is as important as in the actual processes of manufacture and the manufacturer who extends his machine methods to these departments is bound to profit more than the one who does not. It is therefore well worth while to introduce labeling machinery into a plant even if alterations in labels or containers are necessary to make the work suitable for machine labeling. In general, a labeling machine can be equipped with attachments to handle a manufacturer's packages without alteration but occasionally a minor change in container or label will simplify the work and enable the labeling to be done with a minimum of care. Where new packages or labels are designed it is well for the manufacturer to bear in mind a few simple facts that will enable him to favor the labeling machine and to operate under the most ideal conditions. The best labels are made from thin paper, soft and comparatively light in weight so that they will conform easily to the shape of the container. The surface of the container should be such that the label will naturally follow the contour without wrinkling. A spherical surface is impossible for the label must curve in two directions and will not lay smooth. Where hexagonal, octagonal or similar containers are used the size of the label should be such that the edges of the label should extend well over the corners of the container and on the flat sides to prevent the edges of the label from becoming loose after the label has been wiped on and the container removed from the machine.

The large number of progressive plants employing labeling machines is evidence that the art has been developed to the point where machinery is practical and profitable to use. The manufacturer who avails himself of this up-to-date method of pasting labels is well repaid for his effort to standardize his plant practice.

Shoes Go to Market in a Package

The Wrapped Shoe Box Is Influencing Buyers to Take Shoes Home in the Box Instead of in Paper — This Gives Free Advertising to the Retail Store

THAT there is a definite trend toward the adoption of distinctive boxes by retailers of shoes must be evident from the accompanying illustration which shows the use of several designs of color and topography as applied to containers of this type of merchandise. Believing that the customer "sees the box first," a number of shoe dealers have not been content to dis-

ing the following: Absolute uniformity of external appearance is assured no matter where boxes are made; only one size box—the correct one—will fit the wraps, so all boxes fit the shelves regardless of who manufactures them; the use of completely automatic machines of the rotary type make it possible for the boxes to be sold at attractive prices; the advertis-



Courtesy, Hoague-Sprague Corp.

Well constructed shoe boxes such as these, in pleasing colors and carrying a characteristic mark or message of the shoe manufacturer, assist greatly in sales appeal. Furthermore, the boxes have utility value which serves as a reminder of the purchase afterwards

play their wares either on the shelves or in the show windows in ordinary boxes or those which carry merely a conventional trade mark or the customary designation of size. Following the lead so well established in other lines of merchandise, shoe merchants have appreciated the fact that there is an opportunity to create, by means of a well made container, an impression that supplements other appeals that are made to the potential purchaser. Shoe boxes, like shoes, automobiles and many other commodities that are bought directly or indirectly by women, are being dressed up to keep abreast of the modern sales ideas.

Several advantages are claimed for the wrapped shoe box, among these be-

ing value of the wrapped box is very great for no matter where it is or how it rests the name is prominently displayed; each design can be made to reflect the worthiness of the organization it represents; no other constructive practical idea will guarantee the retailer boxes that harmonize with his store fixtures, and attractive, unbroken boxes give the purchaser the impression that the shoes inside are up to the minute in style.

Gaylord Company Expands

ROBERT GAYLORD, INC., St. Louis, Mo., have recently acquired a new mill at Dallas, Texas and one at New Orleans, La. J. M. Arndt, sales manager, has been elected a vice president of the company.

Packages and Prunes

Distributors and Consumers Share Economies and Conveniences Resulting from Use of Cartons — Direct Tie-Up Between Package and National Advertising of "Sun-sweet" Products

By HERBERT G. SMITH

California Prune and Apricot Growers' Association

WHAT A DIFFERENCE there is between the grocery store of a few years ago and that of today. In bygone days before the customer could purchase crackers, the mice had to be chased out of the cracker barrel and similar precautions taken preparatory to the filling of an order for most commodities obtainable at that time. Today, the housewife enters her favorite grocery (or telephones her order), knowing that she can secure the bulk of her wants, not in bulk—but in convenient sized, sanitary packages. Even the lowly prune is now packed in attractive cartons and cans. And yet there are some who still harp about the "good old days." The ancient, but popular saying, "Good goods come in small packages," is especially true in

regard to modern cartoned merchandise. Modern packaging brings the manufacturer's product to the consumer in as good condition as it left his warehouse.

The prune industry in the United States is relatively young in years. Prior to the middle nineties of last century, the greater part of the prunes consumed in this country were imported from France and from some of the Central European countries. Imported prunes came packed in two ways: the greater part of them were put up in barrels weighing several hundred pounds each; a few, designed for

the highest price trade, were packed in glass. Nothing could be said against the prunes packed in glass, except that their price kept them out of the reach of the consumer of moderate means.

In those early days, when a merchant bought prunes, he got a barrel of prunes. Needless to say, those prunes were packed tight in their containers and had to be removed by strong-arm methods. Appearances evidently did not matter. Sanitary? Why should the consumer worry about sanitation; he was made of dust, he was expected to eat more or less dust, and, when he died (which was at a much younger age on the average than at present), his body returned to dust.

When prunes were first grown in the United States in appreciable quan-



Window displays and other material which feature prune packages

ities it was found that merchants would purchase more readily when the fruit was packed in smaller containers and that consumers would buy more freely of the more modern and sanitary package. In the early days, the 50-lb. wood box was the most popular package—a great advance over the old style import barrel. Merchants were enabled to keep fresher stocks of prunes through more frequent purchases.

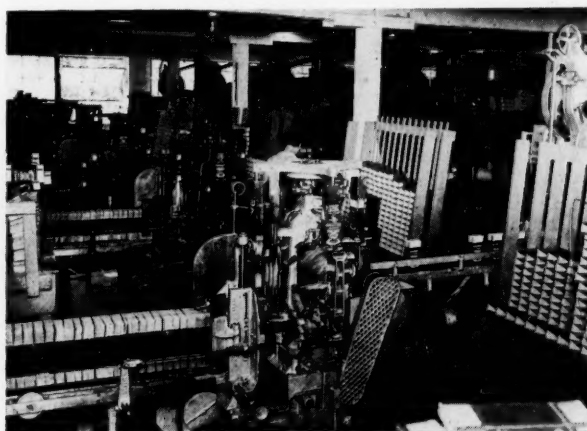
Dividing the package was a step in the right direction and it was decided that if one step was good, perhaps

Prunes in cartons have been a phenomenal success. The California association had no monopoly on this method of packaging and after it was seen that the carton took well with the trade, many other packers came out with a similar container. The "Sunsweet" prune, however, which was one of the first brand of prunes to be packed in cartons, continues to hold the edge on all other varieties and remains the criterion by which the quality of all other packs is judged.

There is no way of knowing definitely the total number of pounds of

3¾ in. wide x 5¼ in. high x 1⅞ in. deep; glue end carton; printing, five colors; background, red. 2-lb. carton: (Medium prunes), stock, .024 pt. patented coated news; size 4½ in. wide x 6⅞ in. x 2½ in. deep; glue end carton; printing, five colors; background, red. 2-lb. carton: (Imperials) five colors and gold; after packing, wrapped in No. 450 cellophane; other specifications as for 2-lb. carton above.

Cartons are made up flat; opened by machinery, bottom end glued by machine, and all cartons lined with unbleaching, grease-proof fruit parch-



Cartoning machines used in packaging prunes



Filled packages conveyed to packing section

two would be better. The next development was the smaller wood box.

Until the carton was introduced as a container for prunes, the popularity of the 50-lb. container gradually diminished and the popularity of the smaller container, the 25-lb. wood box, gradually increased. The trade was charged about one-quarter of a cent per pound more for prunes in the 25-lb. boxes than for those packed in the 50-lb. boxes but this they were usually glad to pay in order to obtain them in the smaller box.

Introduction of Carton Prunes

To the California Prune and Apricot Growers' Association, San Jose, Cal., should be given the credit for nationally introducing the carton prune. Although many other grocery items had already been put up in these small consumer-packages, it was decidedly an innovation to so package the prune.

prunes packed in cartons each year, but, judging by the sales of the "Sunsweet" brand alone, this total must run into considerable tonnage. During the last two or three years, the California Prune and Apricot Growers' Association have packed and shipped more than twenty-five million pounds of prunes annually in cartons, in addition to their sales of boxed and bulk prunes.

Types of Cartons

At the present time, the association packs two sizes of "Sunsweet" prunes in cartons; namely, the "Large" prunes and "Medium" prunes. They also introduced, in 1926, a 2-lb. carton containing "Imperials" — the largest prunes grown. "Large" prunes are packed in 1-lb. cartons and the "Medium" are packed in 2-lb. cartons.

Carton specifications are as follows: 1-lb. carton: (Large prunes), stock, .018 pt. patented coated news; size

ment of 30 lb. weight, by machinery. Filling of the cartons and gluing ends are done by automatic machinery. The placing of cellophane wrappers on Imperials is done by hand.

National Advertising and Cartons

What kind of prunes do you think of when you think of prunes? Have you ever stopped to think why you always associate "Sunsweet" with prunes, or prunes with "Sunsweet"? The answer is that "Sunsweet" prunes have been nationally advertised for a number of years and are the only prunes packaged which have received consistent advertising on a large scale. This answer may be qualified by stating that Association officials have designed attractive attention-compelling packages, upon which the word "Sunsweet" appears in prominent type. There has been a definite tie-up between advertising and the package. Advertising has created a consumer-

acceptance and consumer-demand for this brand of prunes. The carton provides an adequate space on which the brand name may be placed.

Economics of Carton Packs

The carton packed produce is economical for the retailer to handle and sell. Petty losses by pilfering, by spoilage, by

"down-weights," and so on are eliminated. Time is saved in selling the merchandise—no weighing and wrapping is necessary. Carton goods having consumer-acceptance are easy to sell—there is no discussion over quality and no proof is necessary that the goods are of the make represented, because every carton carries the trademark of the maker of the goods packed in it.

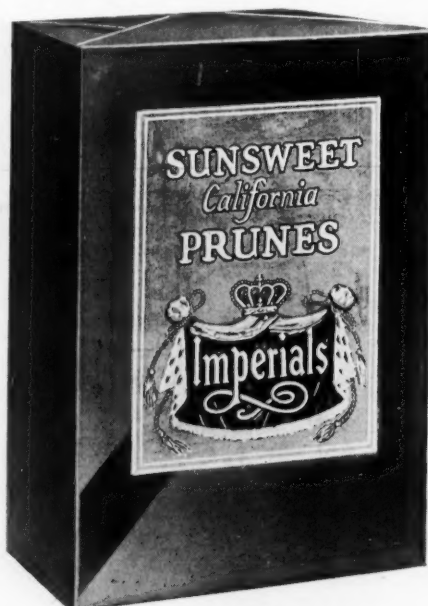
Carton packed merchandise is economical for the consumer. Mrs. Consumer loses no time arguing with the grocer's clerk in regard to the merits of various goods. The carton bears the brand she knows is good and in that

brand she places her trust. The purchaser knows that when she purchases one pound of prunes in a carton, the carton contains one pound of prunes. Then, what is of possibly more importance than any other consideration, carton goods are uncontaminated—they are sanitary. When Mrs. Consumer gets home she does not have the

bother of looking for a suitable container in which to keep her purchases—the carton is its own container and will under ordinary circumstances, hold up well until the prunes have been used. The carton package is especially a boon for the city cliff-dweller—the woman whose kitchen is a kitchenette, and

whose storage space is limited.

Who wants to go back to the old style of barreled prunes? What grocer prefers to sell prunes by hand from a wood box? This is the age of the carton—there is more profit in carton goods for the dealer, and there is more satisfaction in carton goods for the consumer.



Five color carton cellophane wrapped

Paperboard Industries Meetings

THE annual meeting of the Paperboard Industries Association is to be held at the Waldorf-Astoria Hotel, New York City, Nov. 16 and 17, 1927, at which time the regular election of officers will take place and plans will be outlined for the next year's work.

On Nov. 16, there will be a meeting of the paperboard group in the morning and of the folding box group in the afternoon. The container group

meeting will be held on Thursday morning, November 17.

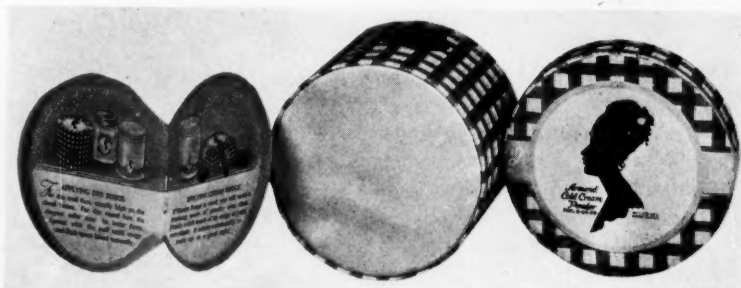
New Richardson Office

THE RICHARDSON CO., Lockland, Cincinnati, Ohio, are opening a New York office in the French Building, 551 Fifth Ave. Clifford Cray is in charge of all carton and container sales and Elmer Maas in charge of all suit box sales.

A Courtesy Package of Cosmetics

"POSSESSED of that subtle charm so essential in the winning of interest, the enlisting of feminine sympathy... is the package insert booklet now being used by Armand." So read the descriptive reference to the use of a folder which accompanies the hat box container of Armand cold cream powder. The box itself, as shown in the accompanying illustration, is circular in shape and makes use of an attractive color scheme consisting of a deep pink and white check or plaid with blue lines. The same design is consistently used in other packages put up by the Armand company. A top label which incorporates a black silhouette design is pasted across the top of the box in addition to another label or seal which is placed on the side. Both of these, appearing against the check background already described are most effective.

Upon opening the box Milady finds the courtesy booklet which first of all thanks her for her purchase. The following pages contain directions and suggestions and also makes reference to other similar products manufactured by the same company. The idea is an excellent one in that the beauty of design so apparent in the package itself is consistently carried out in the booklet, together with the sales message which cannot fail to be effective.



A "thank you" booklet accompanies this attractive powder box. Top and side labels are used

Glassine Paper in Packaging

Improved Quality of Product and Adaptability to Package Machinery Operations Have Increased Use — Waxed Glassine, Self Sealing, Provides Greater Transparency and Further Protection

By BENJAMIN H. BALLARD

Warren Manufacturing Co.

RECENT INTERESTING articles in these columns have referred to the rapid development of automatic wrapping and cartoning machinery, methods of operation, the trend towards standardization and other steps that have been essential to the production required in the packaging of foods and other commodities necessary to supply the modern demand. The advancement in this field is comparable with the other great achievements in mechanics, science, industry and commerce witnessed during the past quarter century, but with new discoveries and inventions being brought forth at the present rate, who can foresee what improvements will be developed during the next decade.

Packaging Materials Keep Pace

Paralleling the mechanical achievements of designers and builders of these "more than human" machines, the manufacturers of paper and their research laboratories have kept pace in the development of suitable packaging materials which will readily lend themselves to automatic machine operation and at the same time offer the maximum of protection to the contents of the package.

Glassine paper and more recently waxed glassine are among those occupying prominent places in the field of endeavor of those engaged in the manufacture of packaged goods and these papers have played no small part in the advancement and growth of many of the large industries of to-day.

Attractiveness of Glassine

Glassine makes an attractive package. Being transparent it permits an effective display of the merchandise or carton wrapped therein. It is also grease-proof, dust-proof and dirt-proof. It is not an imitation or a substitute

but is distinctive and has a definite field all its own. Glassine paper is a cellulose product. Spruce fibre, pure water and a small amount of vegetable sizing are used in its manufacture. No chemicals are used. Practically one-third of all the vegetable matter in the world is cellulose, cellulose is closely allied to starch in chemistry and starch may be changed into glucose by strong sulphuric acid. We might therefore conclude that by means of chemistry, cellulose could be made an edible product and that the old farmer who tried to fatten his cattle by feeding them sawdust had the right idea but did not carry it far enough.

Although recognized as an ideal wrapping agent for many purposes, it was found that with the development in the packaging of foods of a perishable or semi-perishable nature, better protection is given such articles when the glassine is waxed. Treated with a coating of tasteless and odorless paraffine wax the glassine becomes a most effective protective wrapper for in addition to the grease-proof, dust-proof and transparent qualities it becomes moisture-proof as well.

The accompanying table shows the result of tests made to determine the effectiveness of waxed glassine as a moisture resistant in the wrapping of

Date	Wt.	Package unwrapped % Change	Package wrapped in 33-lb. waxed sulphite Wt.	Package wrapped in 33-lb. waxed sulphite % Change	Package wrapped in 29-lb. waxed glassine Wt.	Package wrapped in 29-lb. waxed glassine % Change	Relative Humidity per cent
Aug. 3	296.5		306.0		314.7		33
4	304.7	2.76	307.5	.49	314.7	.00	33
5	308.5	4.05	308.9	.95	314.9	.06	44
7	318.4	7.39	312.8	2.22	315.7	.32	68
8	327.7	10.52	315.7	3.17	315.7	.32	72
9	332.4	12.11	316.3	3.37	315.7	.32	57
10	318.5	7.42	314.1	2.65	315.4	.22	42
11	321.6	8.97	315.2	3.01	316.1	.45	36
12	321.2	8.33	316.0	3.27	315.7	.32	40
13	327.0	10.27	319.0	4.25	316.2	.48	52

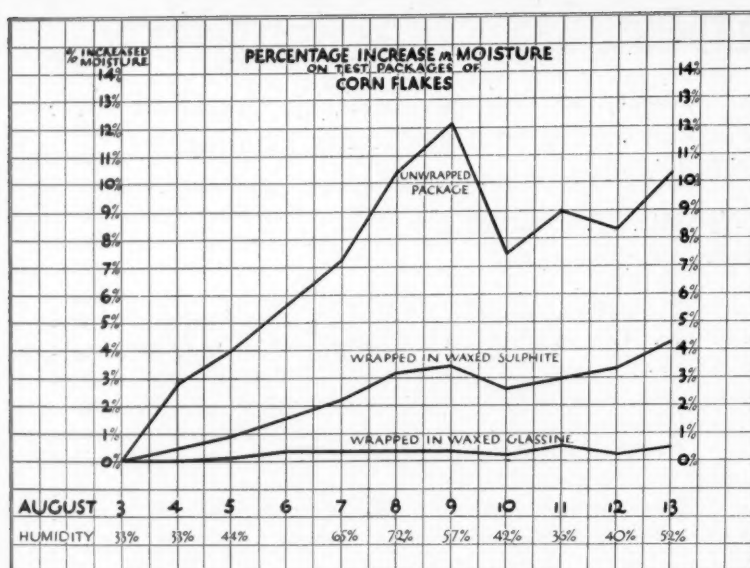
The natural cellulose, an opaque body, when beaten for a prolonged period undergoes a remarkable change, losing its fibrous structure and becoming a curious transparent cellulose, owing to the assimilation of water. Formed into a sheet of paper and supercalendered we have "glassine".

First produced in Germany as a novelty, glassine has become a standard article of commerce and is used in all parts of the world. The United States manufactures better glassine and more of it than any other country. The use of this paper has increased tremendously in recent years largely due to its improved quality and adaptability to package machinery operations. There are so many ways in which it can be used to advantage that the consumption is rapidly increasing.

corn flakes. In these tests three packages of corn flakes were used, the first simply the ordinary paper carton, the second the paper carton with an inner wrapper of 33-lb. waxed sulphite and the third the paper carton with an inner wrapper of 29-lb. waxed glassine. Corn flakes were dried in oven 212° F. for 20 minutes. All weights are in grams and include carton plus cereal. Per cent of weight changes are based on Aug. 3 weights:

The accompanying graph illustrates the percentage of variation in moisture absorption in the test packages.

The results of these tests on corn flakes are typical of many others conducted to determine the effectiveness of waxed glassine and invariably this form of wrapper displays its superiority as a moisture resistant in compari-



son with other forms of wrapper, in about the same ratio. The results are also consistent with those obtained by consumers of waxed glassine who are already using this wrapper in the packaging of their products.

Waxed Glassine in Packaging

Other waxed papers are used extensively by the manufacturers of various food products, but waxed glassine has proven itself superior for certain commodities so that, in several instances it has supplanted other waxed papers. For instance, the baking industry has adopted waxed glassine as practically a standard wrapper for cakes, cookies, etc., within the last two years. The biscuit and cracker manufacturers have also turned to waxed glassine as an ideal protective wrapper for their products as it keeps their biscuits and crackers "oven-fresh" until they reach the tables of the consumer.

Glassine paper as commercially produced to-day is comparatively strong, flexible and pliable. When waxed it becomes self sealing and its transparency is enhanced. Used as an outside wrapper for a printed carton it presents a glass like appearance through which the finest print is plainly legible. This results in the maximum advertising and sales value of the well printed cartons which are coming into favor in present day methods of packaging and merchandising.

Unless the manufacturer of packaged goods utilizes the advertising

value of a neat, attractive container which will identify itself distinctively with his particular product and which will "tie up" with his other advertising, he is overlooking a splendid opportunity to "cash in" on additional business which would cost him little extra to secure.

Shipping Bulletins Available

THE Transportation Division of the United States, Bureau of Foreign & Domestic Commerce, has compiled a series of bulletins covering the eight standard methods of packing goods for shipment in domestic and foreign trade. These bulletins are the result of an elaborate survey made in cooperation with representatives of the principal container industries, shippers, and transportation agencies, so that every phase of knowledge on the subject is given, including illustrations of the containers and how to prepare them for shipment.

They are known as Domestic Commerce Series, and sell for 55 cents a set, with cheaper rates in quantities, as follows:

- No. 3. Paper-Wrapped Packages for Parcel Post and Express Shipment.
- No. 10. Fiber Containers.
- No. 11. Cleated Plywood Boxes.
- No. 12. Wire-Bound Boxes.
- No. 13. Cooperage and Steel Barrels.
- No. 14. Wooden Boxes.
- No. 15. Nailed Wooden Crates.
- No. 16. Baling.

Packages for Millers' Products

THERE are at least eight products made in the ordinary, every-day flour mill which could be packaged and made to yield a price twenty-five to one hundred per cent more than that ordinarily obtained, according to the *A. M. A. Bulletin*, published by the American Millers' Association. Then there are three or four obtained from the corn grinding department. Buckwheat flour would also have an increased sale.

The products from the flour mill department are: Cleaned wheat, graham flour, gluten flour, patent flour, whole wheat flour, pancake flour, cake flour, self-rising flour, wheat germs or germ middlings.

Pearl meal, plain roller meal, burr-ground meal and corn grits would be much more attractive and salable if cartoned. Buckwheat flour, if not made in the mill, could be bought in bulk and offered for sale along with other products.

Heretofore, the enterprising miller who wanted to begin the use of cartons has balked when he has been asked to pay for special designs for his cartons. If he wanted to carton four or five different products, he would have to invest several hundred dollars.

Now, as proposed by the association, for less than fifty dollars it is possible to carton ten or fifteen different products.

The A. M. A. standard carton is 8¾ in. x 6½ in. x 3½ in., and with a suitable design in front and sides and back printed with recipes and other matter calculated to boost home cooking and the home mill, presents a striking and attractive appearance. This size carton holds only 20 ounces of bran but is intended to hold 5 lbs. flour, graham flour or meal.

One point which has not been brought out is the fact that in the "package differentials" used by many millers, a differential of \$2.00 a barrel where 40 5-lb. cartons are used to the barrel instead of two 98-lb. cotton bags is recommended. As a matter of fact, millers should understand that this actual differential should be only about half that sum, so that the more extended use of packages is quite logical.

Packaging Problems

The Design of Trade Marks and Other Illustrative Material Placed on Containers Should Reflect Character of Contents

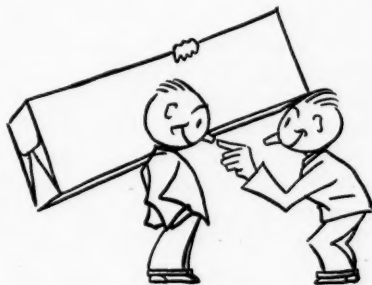
By D. B. HASSINGER

Atlantic Lithographic & Printing Co.

THE SUBJECT of the package is an interesting one and has engaged the minds of the manufacturer and advertiser for many years. Originally the package was simply a container of goods, a vehicle of distribution. As advertising and transporta-



tion were improved and distribution more easily obtained, the package became an added tool upon which the trade mark and other information could be placed to an advertising and selling advantage. This placed an entirely new aspect on the package problem and as competition increased it became apparent that the package should stand out on the store shelf or in the window. This again caused another angle in competition which called for the use of color and design.



"That's a good package"

What the character of the new package will be can generally be decided by a study of the contents and its uses. It often decides the character of stock to be used and the number of colors.

A manufacturer marketing a product whose selling price is a dollar can afford to spend more for the package than one whose product markets for ten cents.

Where the product permits, as in the case of a powder, or a number of



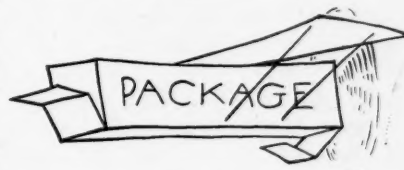
Contents often decide the character of the container to use

pieces, various harmonious shapes may be secured by simply changing the proportions of the package. In this case it is advantageous to make one side of the package as wide as possible to permit of poster application, that is, making the package look larger on the shelf. The low squat package gains little attention compared with the taller and more elongated shapes.

Then there are certain buying habits of the consumer that must be reckoned with as in the case of packages that are to be carried in the pocket.

Establishing a color scheme that will reflect the identity of the contents

is simply common sense. Many advertisers consider this the first essential—that the package reflect the character of the contents. Since the carton was merely a transition from the paper bag, some of the older packages on the market still have the appearance of having been taken from the crude paper bag with the same application of type, color and rule border.



A modern vehicle

We have come to know the package today as a more modern vehicle than just a carrier or container. We see the possibilities of including the trade mark, selling messages, description of contents and possible uses of the product all combined artistically to make a package of distinction and quality. All this is possible if the proper approach is made to the problem.

In the revision of an old package made twenty or thirty years ago, it is extremely difficult to deviate from the accepted customs of that time without destroying the identity. Where one has a new product and possibly just a trade mark to be put upon the package the artist should be given as free a reign as possible.

Competition on the store shelf is becoming keener each day and manufacturers vie with each other for consumer attention with color and uniqueness of design. The better the design the more intrinsic the package becomes and, in the case of higher priced ar-



"It won't go in my pocket"

ticles, it is good business to reflect the worth of the article enclosed.

After the design and color has been

given some thought and it may be desirable to incorporate the trade mark—a scene of the factory or perhaps a photograph—look ahead fifty years and be sure that the package won't be old fashioned then. Many manufacturers would like to change packages that were designed twenty and thirty years ago but for various reasons they hesitate to make drastic changes. So you must make your package simple, extremely simple, to last through the coming years. Its design must be basic and its use clearly defined. In spite of the number of packaged products on the market today there is still room for originality and boldness of treatment hardly dreamed of ten years ago.

Germans Originate Plant Container

A CARDBOARD container which florists are employing for small potted plants sold in Berlin shops of the better-class, has a tall square shape, states *Papier Zeitung*. The top, acting as a lid, releases the front side when lifted. Half of this front drops down and thus facilitates the insertion or removal of the pot. To hold the pot securely, it is fixed into the hole of an upright centre piece supported on four legs. The principal idea of the container described is to afford the purchaser better means of carrying the plant home. For this purpose the box is suspended by a generous length of ribbon fastened on each of the two sides. The design would be equally suitable for the despatch of potted plants by other channels, without causing injury to delicate flowers.

Various designs can be made to suit individual requirements. Fancy cover papers and decorative ribbon can be used so that the container presents an attractive appearance.

Selecting the Cover Paper

IN the article by Elmer S. Moore which appeared in the October issue of MODERN PACKAGING under the above heading, two errors were made in the captions for the illustrations on page 22. The box shown in the upper illustration is used as a container for a belt. Instead of containing perfume as stated the boxes shown in the lower illustration are for suspenders.

A Display Device That "Ties In" With Package Design

By B. D. GLAHA

Sefton Manufacturing Corp.

IT has long been understood that the "moment of sale" or, as some merchandising experts prefer to call it, the "moment of decision" presents an ideal opportunity for the use of persuasive advertising; especially if the merchandise to be sold does not cost more than one or two dollars. It is on this precept that thousands of manufacturers are using display cartons and boxes. It has been proven on a scientific basis that, next to the quality and price of the merchandise itself, the most powerful factor in deciding a sale at the moment of decision is the manner in which the product is "dressed" and merchandised. The vast sums yearly

play item known as the Fold-A-Way Display Sign¹ has recently been introduced into this field. It is a single fold, die cut sign, printed on suitable board stock and equipped with interlocking gummed flaps which provide the means for attaching it to showcase, shelf, window, mirror or any other suitable location. A glance at the accompanying illustration will tell the story of its construction.

The "Fold-A-Way" display sign can be used in hundreds of effective and attention-compelling ways. It is readily adapted to almost any display plan and with little ingenuity can be utilized as a sales-producing advertise-



A new and novel display device. Upper unit shows flat die-cut design with gummed flap at either end. Lower left unit shows interlocking gummed flaps which allow sign to be attached for display. Lower right unit shows sign set up ready for use.

expended in the purchase of display boxes and cartons have proven well-advised investments to the manufacturers using these types of packages.

Various other advertising devices have been effectively used in this manner. Into this category fall special window displays, display cards, wall cards, special display shelves, racks and counters and various other attention compelling and sales deciding devices and novelties. A new and novel dis-

playing item. The fact that it is so easily displayed with packages of the goods advertised adds greatly to its sales promotion value. Displayed in a store or shop it occupies little space and directs a silent though effective invitation to purchase at a time when the customer is making his decision.

In this respect the "Fold-A-Way" display sign might well be considered the "clinging argument" in any pic-

¹ Patented.

torial advertising campaign. It "ties up" with all other advertising media—newspaper, periodical, car-card, poster and carton, and presents in a forceful manner a final and highly efficient sales message at just the right moment.

From the manufacturers' point of view its advantages are multifold. It accomplishes its purposes at relatively small expense. It folds into little space and can easily be shipped in cases, boxes or crates. Because of its simple structure it is readily adapted to an endless variety of designs. One of the chief objections to many display devices is the unwillingness of some retailers to give them the attention they deserve. This obstacle is overcome by the display sign in that it is simple, easily set up and, because of its novelty, immediately awakens a keen interest.

The structure of the device itself permits a facility for consistency in design; in other words, the designs of packages, boxes, labels, or other trade marks and recognized pictorial devices are readily incorporated into the sign. It is this adaptability which identifies the "Fold-A-Way" sign as a powerful link in the chain of methods and means for the impressing of sales producing pictorial arguments in the consciousness of the potential purchaser. That these arguments, persistently driven home, produce actual sales is no longer a moot question but an emphatic certainty.

Candy, Ice Cream and Allied Industries Hold Exhibit

THE FIRST national exposition of the candy, ice cream and allied industries was held at the Grand Central Palace, New York City, from October 10 to 15 inclusive. About seventy manufacturers were represented in the exhibits shown and these covered a number of products and services. Among those supplying equipment and materials used in packaging in the industries participating in the exhibit were the following: Crystalline Co., Inc., Lutz Paper Co., L. A. Liebs Co., National Metal Edge Box Co., American Can Co. and Whiting-Patterson Co. Several trade sessions were held and good attendance at these as well as at the exhibit were reported.

New Packages for Egg Noodles

THAT originality in packaging brings its reward in increased sales is evidenced by the reception purchasers have been giving to new types of packages used for egg noodles and macaroni.

One of these consists of a small bag made of transparent cellophane as

We have intermittently had complaints from our customers in different parts of the country that their imprints have come through damaged and unfit for use, which leads us to strongly suspect that perhaps many more about which we do not hear are going the same way.

This month we are trying some corrugated board which looks as though



Transparent packages assist marketing of food products

shown in the accompanying illustration. It presents the noodles in a most attractive manner and they are just as visible as if they were unwrapped. The other package shown illustrates a slightly different treatment although the same wrapping material is used. The former package is put out by the Pfaffmann Egg Noodle Co., Cleveland, Ohio, the latter by the Italo-French Produce Co., Pittsburgh, Pa.

These convenient packages are ideal counter display items and their eye appeal are manifested in the fact that every dealer reports that sales are increasing rapidly and many people are buying these products who did not use them before.

Packing Reprints for Mailing

The Editor,
Sir:

The October number of your magazine has reminded the writer of a special packaging problem he has been confronted with for some months.

Our company reproduces its *Saturday Evening Post* pages on card-board. We have been using two pieces of chip board each to protect these imprints in their envelopes during their travels through the mail.

It would answer the purpose, but the cost of this type of protection runs rather high, both in material cost and extra postage.

Can you tell us what is the generally accepted and most ideal form of packing reprints of advertisements as used by leading national advertisers all over the country?

H. W. COMPANY,
Per R. W.

October 19, 1927.

It has been the general experience in shipping these printed pieces of cardboard that chipboard does not protect properly as it is too easy to bend. Double faced corrugated board, even of the cheapest quality, is much preferable as the truss formation of the corrugation stiffens the package up so that it does not get bent. The package is even more improved by using a second piece of the chipboard on the other side with the corrugations reversed, then the package can be either wrapped in paper or taped around the edges with a rubber stamp notice to the postmaster that it can be opened for inspection.

The Decoration of Packages

Recent Processes for Producing Gold and Metallic Embossing Enables Work to Be Done at Fraction of Former Cost

By A. M. WICKWIRE, JR.

Peerless Roll Leaf Co., Inc.

GOLD is a metal which from the beginning of history signifies all that is most valuable and beautiful in the material things of life. We learn that even as far back as the days of King Tutankhamen, roll leaf played a most important part in the embellishments of that day. In our present age the "gold standard" is still the symbol of the best of everything in our every day life.

The use of gold and gold effects in modern printing and decorating has been widespread but has serious limitations either in the cost of application or in the quality of the finished result. The bookbinder turning out an article retailing from \$2 up could afford to apply a coating of liquid sizing to his book cover, lay on laboriously by hand a leaf of genuine gold beaten by the old hand methods which have not changed for centuries, strike an impression with a brass die on a heated press and then remove the excess gold by manual brushing. Truly, this is a crude and expensive process in this age of speed and economy. The cost of this method in labor and in materials has precluded its use except on articles of permanent value.

Disadvantages of Dusting Process

The printer to satisfy the need of the golden touch in his art evolved the method of printing the required design with a sticky ink, dusting bronze powder over this and brushing off the bronze except where it adhered to the ink. If an embossed effect is required, he must run his work through another operation embossing the gold surfaces with a brass die in an embossing press. This method, although cheaper than the method of embossing with flat leaf, is far from satisfactory. In the first place, the working conditions in a printing shop are very disagreeable due to the loose bronze dust flying about everywhere, and in the second place,

the finished work is, at best, a poor imitation of the real article. But up to a few years ago, this method had to suffice because there was nothing better at a cost within reason.

About twelve years ago an entirely new and unique method for producing gold embellishments was developed in the United States. This new process

The material used is roll leaf. This consists of a light web of strong paper on which is mounted a thin film of genuine or imitation gold. On top of the gold is a light coating of dry adhesive. This roll leaf is placed between a heated brass die and the material to be decorated and when pressure is applied the gold film releases from the paper webbing and adheres to the article only where it is struck by the die. Simple and inexpensive attachments are obtainable, which automatically feed the leaf from rolls up to 600 ft. in length. These attachments are made in various models so that almost any ordinary platen press will do the work with the addition of a heating



Examples of roll leaf embossing as applied to confectionery boxes

soon won wide recognition in a number of fields and is today very largely used for producing high-class genuine gold and imitation gold leaf embossing at a cost far below the old hand methods, and comparable with cheap bronzing work.

plate to warm the die. Since an embossing die can be used as well as a flat die, the gold leaf is applied and the embossing is done in one operation which greatly simplifies it and produces perfect register and saves an operation. The results obtained cannot be ex-

ceeded in beauty by any other method and the lustre of the imitation gold remains bright and untarnished long after bronze printing has discolored and tarnished.

The statement has been made many times and has been proven true, that the appearance of the package influences the sale of the article to a large degree. In the candy industry, for instance, the merchandise is sold in a great majority of instances purely on

Package Sample with Feminine Appeal

DISTRIBUTORS of certain types of products have found that the practice of giving out free samples is not only expensive but does not always give the best results. Usually when the sample is paid for the product receives more consideration. Recently

of the exact size of the opening, serve as a protection or packing for the box. The thickness of the package is just sufficient to permit the flap cover to rest firmly on the filled container. The booklet is replete with suggestions for enhancing feminine charm and assists appreciably in the attractiveness of the package. Delicate shades are used in the coloring of the box and the effect is not only pleasing but characteristic of the products displayed.

A possible improvement of this package would be the labeling of the individual vials. This could be done with a small label



Beauty and lustre are noticeable on the embossing used for these candy boxes

the external attractiveness of the box. It has been the authentic experience of one candy maker that changing the method of decorating one of his boxes from bronzing to roll leaf increased the sales of this particular package more than 100% over the general increase in his business.

Today roll-leaf is being used extensively in the decoration of jewelry boxes, perfumery, cosmetic, confectionery and writing paper packages, razor cases, silverware boxes and numerous other articles. Such leaders in their fields as Page & Shaw, Inc., H. D. Foss Co., Daggett's Chocolates, Whitman's, Whiting & Cook, Inc., and DeVilbiss Manufacturing Co., are using roll leaf decorated packages with good results.

The application of roll leaf is not limited entirely to gold effects but can be obtained in silver, a wide range of metallic colors and also in flat colors including black and white. The results obtained with these various colors are distinctive and quite different from ink.

Many of the leading printers and box manufacturers of the country have equipped themselves to produce this quality work.

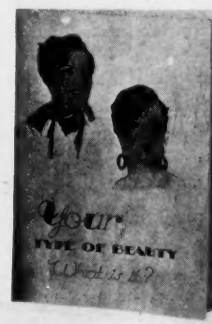
the Pompeian Company advertised nationally a grouping of several shades of powder in sample vials which would be sent to those requesting same and supplying postage. The container used for this purpose incorporates a number of features which will be interesting to those who may choose to distribute similar products.

The container consists of a tuck-in or folded box with a flap cover, as shown in the accompanying cut, the edges forming a frame or setting for the five vials containing the powders. Openings for the insertions of the bottles are cut out in the board that is placed in the box proper after the latter is assembled and an air space provided between the rear of the box and the board. After the vials have been placed in their respective groups, a rectangle of ordinary corrugated board is used. This and the booklet, which is

carrying the name of the shade enclosed, together with the trade name.



A package used for mailing sample tubes of face powder



Coffee Men Discuss Packaging

THE National Coffee Roasters Association, meeting at Chicago, Oct. 10-13, held a number of important conferences. Among those were discussions relating to bulk and package changes and standardization of packages. No prepared papers were delivered on these subjects but it is understood that the standardization of packages was heartily endorsed and the committee will continue its work.

EDITORIAL COMMENT

Checking Packages

IN EVERY INDUSTRY manufacturers pursue some plan or other to assure a standard for their products. Quality, weight, size or other requirements must undergo a test so that each product represents a definite or stated value to the purchaser and one which is in accordance with the claims made for that commodity. Such tests are often far reaching. The product may be perishable, fragile or subject to many conditions that may impair its usefulness. In any event it is to the interests of the manufacturer that his goods reach the consumer in the best possible order, so that in many cases elaborate systems of examination are carried out not only at the manufacturing plant but at the stage of ultimate distribution as well as at intermediate points. Such practices are an accepted part of production and distribution and constitute an expense to the manufacturer which he is quite willing in most cases to assume.

Wastage, or perhaps a better term is spoilage, is ever present in the manufacturing plant. As applied to packaging as in other operations, such expense may be little or great depending on equipment, materials or methods used as well as causes over which there can be little or no control. Even in the most modern plants one occasionally sees a number of crushed or soiled cartons, crumpled linings and wrappings which must be thrown in the discard. These imperfections are easily recognized and their removal from outgoing stock is comparatively simple. It is the hidden defects that defy detection and later on cause trouble.

It is interesting to know that certain companies employ elaborate inspection systems not only at the plant but at various points of distribution. The results so obtained are carefully compiled and the data used in subsequent plans for plant improvements and extensions. Studies of time and temperature as applied to food products, medicinal preparations and other commodities that are similarly affected by those conditions, are made with a view to determining suitable linings, cartons and wrappers. Such investigations can do much in furthering the cause of better and more adequate packaging.

Do You Overlook a Bet?

NATIONAL ADVERTISING, says *The American Press*, is a commodity of value which has opened up keen competition between the following media: Street car cards, national magazines, sectional magazines, metropolitan newspapers, daily newspapers, bill boards and posters, radio and weekly newspapers. The article continues. "The battle for national advertising between all these forces represents the most active competition of any industry in the world. Millions of dollars are spent annually by these publishers of advertising to secure this business from the advertiser. Those most successful in

securing this business are the ones that employ the most intensive selling effort and use the most dramatic advertising appeal."

With the exception of radio—and with the perfecting of television, this too may be included in the list—all of the above mentioned media make frequent reproductions of packages in copy. Why? Simply because the selling value of the package is generally recognized—the package is the unmistakable guide post to a manufacturer's product. The cost involved in placing the package, as an advertisement, before the public entails no expense other than that which must be paid for a good container which protects its contents, offers convenience to the customer and conveys the trade mark or insignia of the goods. Money spent for attractive or characteristic design is a splendid investment for the manufacturer of packaged commodities for the package tells its own story, whether displayed on the dealer's shelf or in accepted advertising media.

The Advantages of Automatic Packaging

WHAT ADVANTAGES can be looked for in the use of automatic machinery as against hand methods in packaging? Economy, more attractive packages and greater protection to the product—and the greatest of these is economy. There are minor points, but these in the main constitute the real reasons why modern machinery should be adopted—providing, of course, that the product is such that it can be packaged. And, indeed, there are comparatively few commodities on the market today that do not lend themselves to such treatment.

Considering economy. It has been demonstrated in practically every instance where automatic machines have been installed for the various operations of packaging—cartoning, wrapping, labeling, etc.—that the machines pay for themselves in from six to ten months. The reduction in operating cost is to be obtained through the saving in wages and interest, while repairs, depreciation and power requirements are small. Overhead costs can be regarded as about equal whether manual methods or machines are used although it is possible that the latter may be less. Add to these economies the saving in floor space—which is from one-fifth to one-tenth of the room required for hand work—a decrease in the wastage of the goods packaged and the materials used, as well as a reduction in liability premiums and the resulting figures leaves little doubt as to the advantages to be gained by automatic over manual methods.

The utilization of machines in packaging assures exactness and uniformity to the package, folds and seals are neat and the register correct—all of which add to the attractiveness and utility of the finished container and secure better advertising value in display.

Lastly, but by no means least, the machine wrapped package can be expected to attain the utmost in protection. Air, dust, moisture and other deleterious conditions are excluded.

Package engineering has reached a high stage of accomplishment, and the end is not yet in sight for almost daily the several manufacturers of automatic packaging equipment are called upon to meet a complexity of problems.

Packaging and the Consumer

WE HAVE NOTED with considerable interest the many reviews and discussions of the book, "Your Money's Worth." Quite naturally the publication has been a fair target for those who write, think and live advertising for the authors, Messrs. Chase and Schlink, have hewed strictly to the line of their argument and have left little quarter. One of the faults we have to find in the book is an inconsistency, for while urging didactical suggestions for the enlightenment of the consumer, there is too much of an attempt on the part of the authors to force the issue along certain lines that they in effect condemn. In other words, the panacea suggested admits the worth of advertising even though it be according to a standard and rigid set of specifications outlined by them.

As directly applied to packaging we read, "There is the magnificent technique of 'selling the package' rather than what the package contains. Gilt paper, shiny nickel boxes, layers of glassine paper and tissue, bright colors, ribbons, fancy and costly printing, the shapes of perfume bottles—all add to the purchasing appeal and with singular efficacy detract attention from the material which lies embalmed in all this glitter. Children we are, and we love to unwrap things, and on this very human trait the astute salesman trades. Packers' tar soap used to come in a relatively plain wrapping. A change was made to a metal container which proved 'a great boon to the sales department,' according to *Printers' Ink*."

Apparently little or no attempt is made here to scratch beneath the surface and credit packages with functions other than those of exciting our "childish" curiosity. That the package protects its contents, that it serves as a convenience, there is no mention. Probably these attributes of the package might be admitted were it not for the fact that the authors, striving for puritanical simplicity, urge their point to the utmost. Characteristically, in the same paragraph, the sole efficacy of the metal container is to create sales. In this particular instance it is unquestionably true that sales were increased by a change in the package but none will deny that the improvement was one which added to the utility of the article.

Bringing the Package Up to Date

AMONG THE ARCHIVES of many a manufacturer of packaged commodities one can expect to, and does, find amusing examples of packages. It was sufficient in the early days of packaging that the goods

reached the buyer in a device that protected, regardless of shape, size or plan of design. To some extent, although fortunately the tendency is on the decrease, this condition still exists and we find packages which carry lettering and designs that serve no useful purpose, color schemes that jar and effects that repel rather than attract.

One of the popular fetishes among certain package users today is that the package which served in Grandmother's time is good enough for the present generation. Such a condition may be true in a few cases, but in very few. A study of the transition through which the designs of packages containing standard products that have long been on the market shows that with improvements in the dress of the container have come increased sales. True, it has been possible to overcome the inertia of an ancient though sterling package design through intensive advertising, but the process is an expensive one and carries with it an element of uncertainty.

Two courses, which are open to manufacturers of products that may be regarded as established, have had a wide acceptance and offer a logical solution of up-to-date package design. One of these is the gradual change already mentioned and which retains the old customers while establishing the new; the other, a direct change to a package of modern design and the use of adequate and constructive advertising.

Putting the Package to Work

FREQUENT MENTION has been made in these columns of the utilization of the package in advertising copy. To obtain a rough idea of the extent to which this is being carried on in the general magazine field, a count was made of the advertising pages of a number of national publications. The study is not intended to be an accurate one but it does show quite clearly a growing trend toward the use of the package in ways other than simply a container or protection for the contents.

Twenty-four per cent of all the advertising which appeared in the publications made use of packages in the advertising copy. Food products, hardware (including paints and oils), tobacco, candy, toilet preparations and medicinal products were almost unanimous in their use of containers, while other groups, such as wearing apparel, automobiles and accessories, radios, household goods, building materials and miscellaneous commodities showed but a slight use of packages in copy.

No better opportunity exists for an association of ideas, which is so valuable as a merchandising factor, than that offered by the design placed on or included in a package. Its reproduction in national advertising establishes an effective background for almost any treatment from a copy standpoint.

The selection and execution of the design, therefore, should be carefully considered in order to obtain the best results when the package is "put to work." Use of color, a regard for the product to be packaged and its utility, the name or trademark, the selection of materials and other factors—all must be taken into account if the package is to perform its complete advertising work.

Packing a Precision Instrument

A Method Used in Assembling Yarn Scales for Shipment Assures Protection of Sensitive Parts, Saving of Materials and Negligible Breakage

By J. L. DANEKER

Brown & Sharpe Mfg. Co.

THE PROBLEM of proper packaging is receiving more and more consideration from the manufacturer of machinery and equipment. The increased cost of labor and material necessitates careful study in order that this expense does not become prohibitive. Every effort is made to reduce the amount of packing material

boxes be carefully designed in order that they furnish sufficient protection to the parts enclosed.

When such a box or container can be designed to insure ample protection, a material saving in this phase of production cost can be accomplished. Before being adopted, however, tests are made to determine the ability of the

the construction of the various parts which necessitate careful packing. Fig. 2 shows the first step in the boxing operation. All parts are removed and wrapped in tissue. The frame of the scale is wrapped and placed on a piece of cardboard which forms a support for the entire assembly. The weight box is packed in a continuous corru-

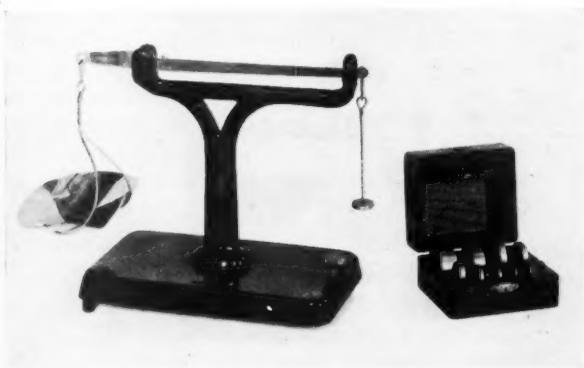


Fig. 1. Assembled yarn scale and weights

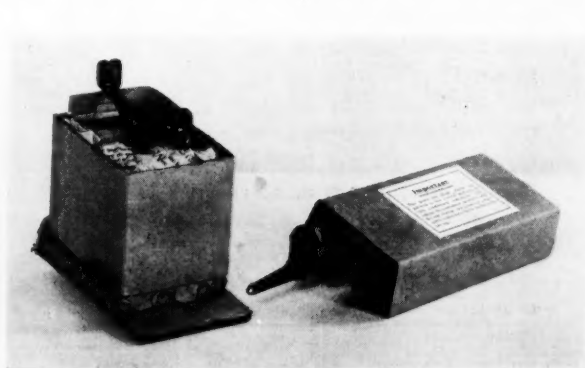


Fig. 3. Method of packing pan, pan carrier and weight carrier.

used to a minimum, at the same time retaining the strength that is necessary to withstand the rough usage that the box or crate will receive in transportation.

On some of the lighter articles, the tendency in the past few years has been toward the use of corrugated boxes made to definite measurements which facilitate speed in handling and reduce freight costs, due to decreased weight. It is, however, necessary that these

containers to withstand rough handling. They have been purposely thrown on the floor and knocked about in order to see if any damage could be done to the parts enclosed.

The accompanying series of photographs show the method used in the boxing of a yarn or roving scale manufactured by Brown & Sharpe Mfg. Co., Providence, R. I.

Fig. 1 shows the scale completely assembled and attention is invited to

gated container and placed under the beam, at the knife edge end.

The box is of such height as to provide a support for this end of the beam. Fig. 3 shows the method of packing the pan, pan carrier and weight carrier. After being well wrapped in tissue and newspaper they are packed under the beam standard at the end opposite the weight box. All empty space is filled with scrap newspaper. The scale beam is likewise wrapped in tissue and placed in one of the rectangular openings in the cover which acts as a guard for the beam stand.

Fig. 4 shows the scale completely packed and the parts of the carton ready for the final assembly. It is interesting to note the protection which is given to the scale beam by the cardboard cover, resting on the container holding weights and other individual parts. The straight strip of board which goes completely around the assembly prevents any end movement and



Fig. 2. First step in packing operation. All parts wrapped in tissue, frame placed on corrugated base



Scale boxed and ready for shipment

holds the various portions in line while the outside covers are being slipped in place.

Fig. 5 shows the scale completely boxed and ready for shipment. This method of shipping yarn scales has been used, with exceptional success, for a number of years.

Another particularly interesting feature with regard to this package is that it is impossible, due to the design of the various parts of the carton, to assemble the scale in the container in anything but the proper manner.

A saving on packing material and a reduction of the time required in pre-

Selecting Boxes by Scientific Tests

Sizes, Shapes, Convenience and Display Material Used for Containers Should Be Subjected to Trial Studies Before Choice Is Made

By DANIEL STARCH

A PROPERLY prepared box is of great assistance in the sale of any product. It is one of the least expensive and at the same time one of the most permanent and direct forms of advertising. An attractive package or paper box from which a consumer uses the product is a daily advertisement of that product. Such advertisements in thousands of homes are highly important. When a container can be used for other purposes after it has been emptied, it becomes an effective advertisement of the company's products for months and years. Numerous manufacturers are beginning to realize the value of this advertising medium and to select carefully the containers for their products. It is just as im-

portant to design and test containers scientifically as it is to prepare and test advertisements scientifically.

various types of containers may be obtained by interviewing manufacturers who fill the cartons and also by submitting a questionnaire to the persons who purchase the product in paper boxes. From the facts thus secured, 6 to 15 complete sample boxes should be prepared. Tests may be made in retail stores in which the products are sold or by an investigator in the homes of consumers. The tests should be explained briefly. If the sample boxes vary in size, a size test should be made. A second test should be made for shape. If the paper boxes are constructed differently, a similar test for convenience should be made. The tests for the most satisfactory layout of text and design are practically the same as the tests for the best type of an advertisement. The paper boxes should first be tested with reference to general layout or attention value. Then they should be tested with reference to the best color scheme, and finally, with reference to the text or printing which appears on the label. These three tests should be combined to give a composite evaluation of the exterior of each box. All tests should be combined in order to secure a final evaluation of each container as a whole.

The results of the tests for size, shape, convenience, and label indicate the best box in the group of samples tested for the specific product. Such a scientific study of the proper type of paper boxes to be used should assist the paper box manufacturer to serve his customers, and should aid the manufacturer who uses the boxes to sell his products.

The foregoing article originally appeared in *Box-Craft* for May, 1924. It is excerpted herewith to show the consistency of opinions with regard to the selection of boxes by scientific tests. The same principles stated then by Dr. Starch are advocated today.—Editor.

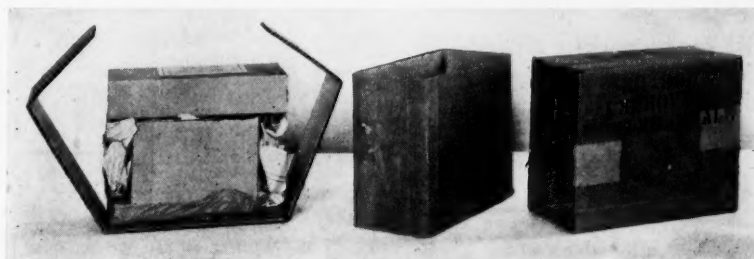


Fig. 4. Scale completely packed and carton ready for assembling

paring many similar articles for shipment has amounted to an appreciable figure. Also the breakage has been so small as to be practically negligible. In many cases the use of a corrugated box has proven to be more satisfactory than the previous method of boxing with wood.

Hoepner Company Reorganizes

HOEPNER Automatic Scale Co., Chicago, Ill., has been reorganized as the Hoepner Automatic Machinery Corporation. George Hoepner, founder of the company, continues with the organization in a consulting capacity.

portant to design and test containers scientifically as it is to prepare and test advertisements scientifically.

Before actual tests are made of containers, sample boxes must be prepared. Tests do not insure the production of the best possible packages; they do insure, however, the selection of the best package from the group of samples prepared. It is necessary, therefore, to prepare carefully samples to be tested. No attempt should be made to prepare containers until all the information that can possibly be secured regarding desirable ones is gathered. Information concerning the convenience and appropriateness of the

MACHINERY AND EQUIPMENT

New Filling and Capping Unit

A UNIT which will fill bottles, automatically feed caps, apply and tighten them in a continuous operation has recently been placed on the market by the Pneumatic Scale Corp'n, Ltd., Norfolk Downs, Mass., and is shown in an accompanying illustration.

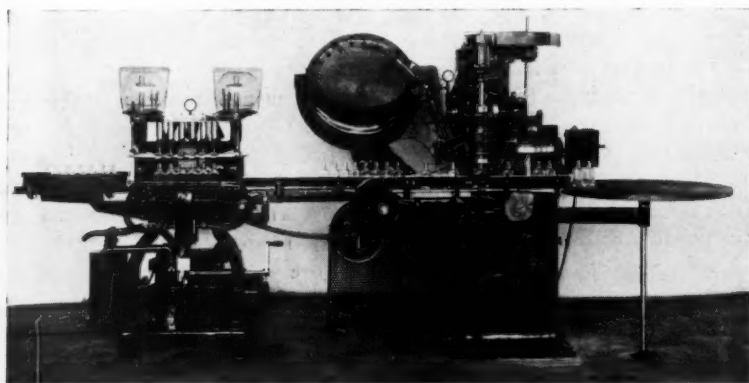
The following claims are made for

only; adjustments for different height containers quickly made; automatic stop registers containers directly under filling nozzles; vacuum valve is adjustable so that any desired degree of suction can be obtained; guide rails and nozzle blocks are adjustable to handle containers of various shapes and sizes; standard equipment includes nozzles for filling six bottles at one operation; rotary table receives the filled containers in a way that permits

handling and conveying of bottles and other packages as they are labeled by the "Straightaway World" labeler, manufactured by the Economic Machinery Co., Worcester, Mass. Among the important features of this automatic machine are the following: Easily and quickly adjustable from one size to another; simple in construction with operating parts accessible; sufficient capacity to handle production of high speed filling machine; can be connected to other machinery in automatic unit; positive bottle feed and discharge; handles bottles in upright position; straightens bottles before labeling so positive register of labels is assured; applies gum to center of bottle before label is applied so label sticks in the center as well as on the edges.

Labels are held in a label holder or magazine and each label is removed from the bottom of the pack by pickers which transfer it to the bottle with the help of a gripper. An automatic control prevents labels being picked from label holder when no bottles are going through machine, thus avoiding waste of labels. Ample time for effectually gumming and wiping labels is provided.

The machine is operated by a 1/2 h.p. motor. Shipping weight is approximately 1,225 lbs.



Screw capper and vacuum filling unit

the single head screw capper shown at the right of the illustration:

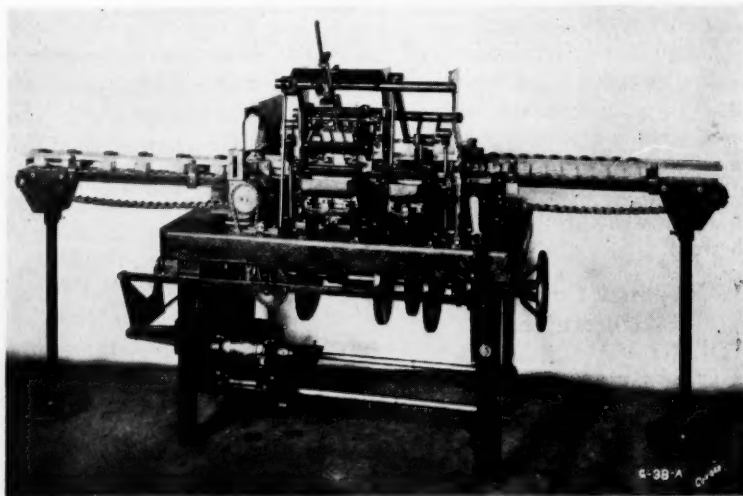
Not simply a cap tightener but a machine that will automatically feed and place the cap on the container, turning it to any tension desired; actuated by new vacuum mechanism; no metal contacts; a finished machine provided with every safety device to prevent breakage and spoilage; handles all standard sizes and styles of caps; easily adjusted to all sizes of bottles and jars by unskilled operator; machine can be changed from one size to another in about ten minutes without the aid of a mechanic; rated speed forty per minute; can be equipped with automatic or hand feed; containers received and delivered in a straight line; controlled by one lever; equipped to feed bottles or jars automatically from filling machine by conveyor.

The "Samco Junior" vacuum filling machine, shown at the left of the illustration, claims the following points: Machine operated with one lever

their being quickly handled and packed; bottles automatically delivered to capper.

New Automatic Labeler

SEVERAL new devices have been designed which are said to insure positive and infallible control of the



Automatic labeler which incorporates several new features

MR. ARTHUR S. ALLEN *is showing some interesting developments in Color Standards and Uses as applied to package making, both in wrappers and containers, at his office in the Architects' Building, 101 Park Avenue, New York.*

Among these exhibits are recent developments for the following concerns:

D. AND L. SLADE COMPANY, Boston, Mass.

JOSEPH BURNETT COMPANY, Boston, Mass.

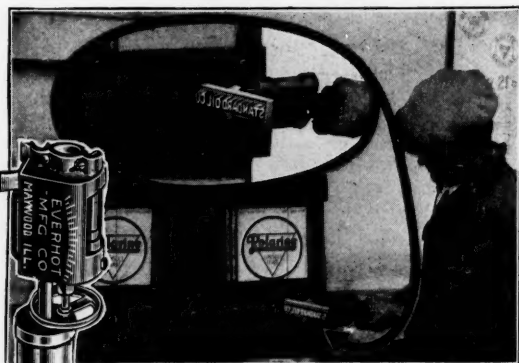
OAKVILLE-AMERICAN PIN DIVISION, Oakville, Conn.

HILLS BROTHERS COMPANY, New York

BEST FOODS, INC., New York

ODORONO COMPANY, Cincinnati, Ohio

AMERICAN DRUGGISTS SYNDICATE, New York



Thousands of Dollars Worth of Advertising **FREE**

Many manufacturers are securing thousands of dollars worth of publicity free every year by using EVERHOT Branding Outfits.

You can profit through this method, too, by branding your name, your product on every shipping case and carton.

EVERHOT outfits cost little and work fast.

Write for full information

EVERHOT
America's Brand Makers
EVERHOT
MANUFACTURING CO. MAYWOOD, ILLINOIS

621 S. TENTH AVE.

Sealing and Labeling **GLUES**

for
all types of
machine and hand work

Prices and Samples gladly furnished



The F. G. FINDLEY CO.

Adhesive Manufacturers

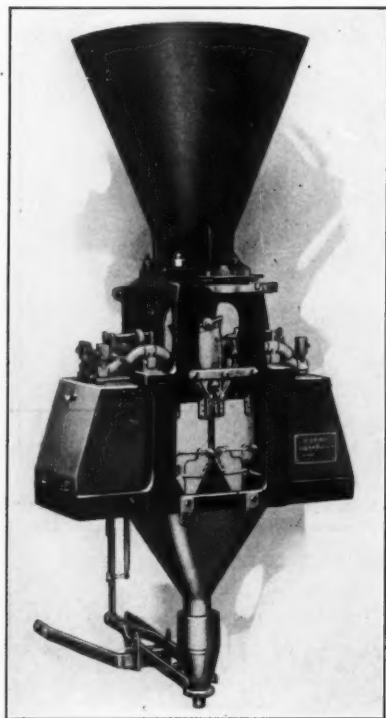
MILWAUKEE

WISCONSIN

Automatic Continuous Stream Scale

AUTOMATIC continuous stream scales with a double unit weighing feature have been successfully operating in a number of representative plants throughout the United States for several years.

The double unit weighing feature incorporated in the No. 200 automatic



Automatic stream scale

continuous stream scale, manufactured by the American Machine & Foundry Co., Brooklyn, N. Y., has made this scale particularly adaptable for use where commodities are to be weighed into containers of one to 20 oz. capacities.

The two complete weighing units are mounted within a cast iron frame with a movable supply chute placed centrally between the two units. By energizing a solenoid with a d.c. current of 110 volts and 1/10th of an ampere, this supply chute is actuated so as to direct the material alternately from one scale hopper to the other.

To assure accuracy in weights to within 1/16th oz., the scales are equipped with knife-edge balance blocks, which are self-compensating in their seats in two directions and sup-

port the scale beams. These beams are equipped with micrometer adjusted compensating weights and the micrometer screw will change the delivery weight 1/64th oz. with each revolution.

Assembled on a supporting column the area covered by the complete scale will be only 36 in. x 36 in.

Specifications for the No. 200 scale are as follows: Speed—maximum, 45 per minute; capacity—1 oz. to bucket capacity, 80 cu. in., about 20 oz.; dimensions—7 ft. 7 3/4 in. high, 24 in. wide and 36 in. deep; power required—1/2 h.p.; accuracy—90 per cent balanced weights, 10 per cent within 1/16th oz.; materials—powders, peppers and spices, and crated weight, 700 lb.

Transparent Paper for Packages

A new treated paper is now being produced which is said to fulfill not only the requirements of transparency for displaying purposes, but is also moisture-proof and grease-proof. This product is known as "Crystalline" and

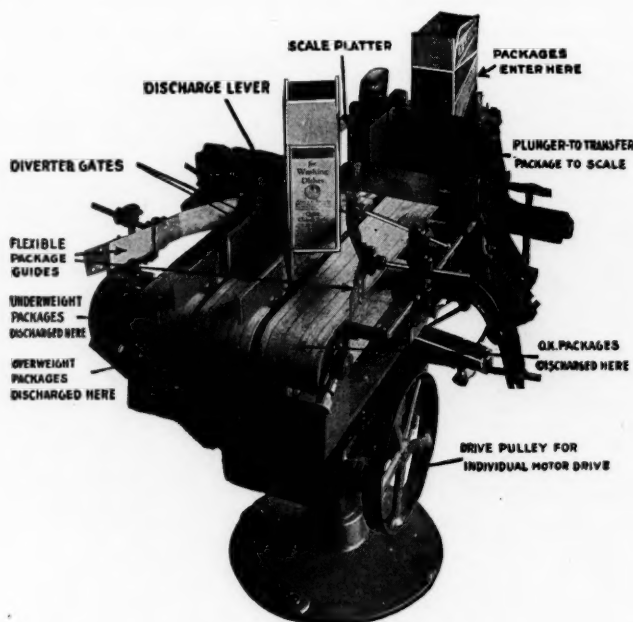
rolls and in sheets 24 in. x 30 in.—500 in 18 lb., 23 lb. and 25 lb., basis 24 in. x 36 in.

Articles put up in these bags and wrappers are displayed in their original beauty and freshness. Candies, nuts, cigarettes and food products are protected from humidity and atmospheric conditions. Oily and greasy products can be wrapped in crystalline with no fear of the oil penetrating the paper.

Automatic Check Weigher

A CHECK weigher which claims protection from overweight and underweight losses and careless adjustment of automatic fillers and weighers is designed and manufactured by Elder & Robinson, 5711 W. Chicago Ave., Chicago, Ill. The machine enables the manufacturer of packaged goods to guarantee the weight condition of every package shipped and also to build up the accuracy and morale of hand and piece weighers.

The machine, as shown in the accompanying illustration, takes the



Automatic check weigher

is manufactured by the Crystalline Co., 303 Lafayette St., New York City.

Crystalline can be pasted, is adapted to use in automatic wrapping machines and prints well in colors or metallic inks. It is carried in stock in 36-in.

package from a conveyor belt after it leaves the automatic scale, filling machine or a group of hand weighers, but before the top of the package has been closed, and places it on the scale which is a part of the check weigher.

ESTABLISHED 1889



INCORPORATED 1895

"EXPERIENCE IS A GREAT TEACHER"

More "Nationally Advertised" products are labelled and sealed with MIKAH GLUE than with any other brand, because they are

EFFICIENT and ECONOMICAL

Products — scientifically built — with a factor of safety to compensate for variations in temperature, stock, *speed* and size.

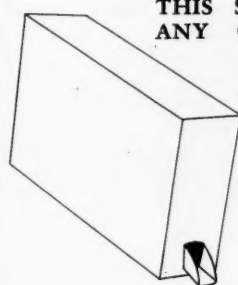
OUR MOTTO IS: "Quality and Quantity Production; Elimination of Waste."

NATIONAL GUM & MICA CO.

Home Offices — 820 Greenwich St., New York, N. Y.

Factories—Dunellen, N. J.—Chicago, Ill.—Boston, Mass.—Toronto, Can.

Warehouses and Offices in all principal cities.



Patent Applied For

THIS STYLE FOR
ANY GRANULAR
PROD-
UCT OF
FREE
FLOW-
ING NA-
TURE
SUCH
AS SALT
SUGAR
SOAP
POWDER
ETC.

POURING SPOUTS FORMED OF THE FLAPS

A NEW DEVICE
WHICH HAS
BEEN

THROUGH

THE EXPERIMENTAL STATE BEFORE IT IS PRESENTED TO THE CAR-
TON USER

WORKS PERFECTLY ON ALL STANDARD MAKES OF FILLING MA-
CHINES WITHOUT ADJUSTMENT

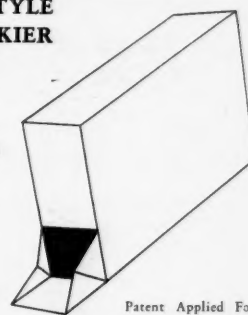
A CONVENIENCE TO THE HOUSEWIFE AND AN ADDED ADVANTAGE
FOR THE PRODUCT ON WHICH IT IS USED

THE RICHARDSON COMPANY

Lockland, Cincinnati, O.

MAKERS OF FOLDING CARTONS

THIS STYLE
FOR BULKIER
FLAKY
MATE-
RIALS
SUCH AS
BREAK-
FAST
FOODS
SOAP
FLAKES
ETC.



Patent Applied For

The mechanism then determines whether the package is within the tolerance for which the machine has been set.

If the package is below the minimum tolerance limit it is diverted to one belt, if over the maximum tolerance limit it is diverted to another belt and if within the tolerance it is passed through the machine undisturbed into the production line.

The determination of the weight status of the package is mechanical and positive, and with an accuracy of one thirty-second of an ounce above or below each tolerance limit, which may be set wherever desired. The check weigher will handle 30 to 35 packages a minute although it is wise to run it as slowly as possible and still take care of the output.

The machine is adjustable to any size package between the following

limits by changing the plate on the face of the feed lever and adjusting the package guides. Minimum: 2 in. wide; $\frac{3}{4}$ in. thick; 2 in. high; maximum: 7 in. wide; $4\frac{1}{2}$ in. thick; 12 in. high.

The check weigher will handle packages weighing from $\frac{1}{2}$ oz. up to 5 lbs., over $1\frac{1}{2}$ lbs. a special attachment is required. One quarter h.p. motor—1750 to 1800 r.p.m. required. Pulley $1\frac{7}{8}$ in. x $1\frac{1}{4}$ in. wide for speed of 30 packages a minute.

All motor speed reduction and actuating gears run in oil, fully enclosed in a gear case, a feature of extreme value in the average plant. Machines can be furnished assembled either right-hand or left-hand. Looking in the direction of travel of the package through the machine a right-hand assembly has the scale on the right side of the intake or feed belt.

The machine is adjustable to any height belt from 32 in. to 38 in. above the floor although as low as 24 in. can be furnished. Floor space occupied is 33 in. x 37 in. Care should be taken to locate the machine where the discarded packages can be taken away or cared for.

Where desired a light flashing attachment can be furnished which will flash different colored lights simultaneously with the weight determination. The flashing of lights may be controlled according to an independent set of tolerances from those governing the throwout of packages. This light attachment is designed to give reliable and accurate information for the guidance of the weighing machine operator, and still permit the throwout of packages to be determined by the value of the product in comparison with cost of refilling the package.

Do You Put Out 3000 Packages a Day?

A Johnson Packaging unit for automatically bottom sealing, weighing and top sealing will reduce your payroll. Cost indicated includes interest, depreciation, repair, maintenance, power and labor

3000 packages per day	\$1.90	per M.
6000 " " "	1.14	" "
12000 " " "88	" "
15000 " " "75	" "

More and better packages at less cost
will help you to meet competition.

We manufacture complete packaging units—Gross Weight Scales; Net Weight Scales; Bottom and Top Sealing and Lining Machines (with or without Automatic Carton Feeders); Wax Wrappers and Glassine Wrappers.

JOHNSON AUTOMATIC SEALER CO., Limited
BATTLE CREEK MICH.

New York—30 Church Street
Chicago—208 So. La Salle St.

JOHNSON

AUTOMATIC PACKAGING MACHINERY

SAFEGUARD YOUR SHIPMENTS

with
Fibre-Seal

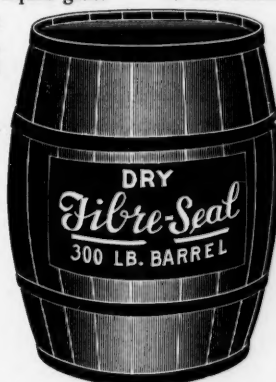
A PURE VEGETABLE GLUE

For sealing your fibre or corrugated paper shipping containers use *Fibre-Seal*

Fibre-Seal is manufactured in powdered form, 300 pounds to a barrel, enough to make 125 gallons of liquid glue.

Fibre-Seal, being purely vegetable, is in no way injurious to the human skin, or to wearing apparel.

This shows a direct saving in freight charges on the same quantity of liquid glue, plus freight on heavy iron drums, as well as freight on return of empty drums.



There is no crystallization. Every drop of *Fibre-Seal* can be used—hence, NO WASTE.

DIRECTIONS ARE SIMPLE

1. Use VERY HOT water.
2. Take 2½ gallons of hot water, at or near boiling point, to which add 6 lbs. (measuring bucketful) of dry *Fibre-Seal* powder.
3. Pour water in mixer first.
4. Add the powder gradually, stirring constantly, usually from five to seven minutes. This will produce a well-bodied, easy-flowing glue with strong adhesive power.
5. Work glue COLD.



Mixer

SPECIAL

With order for first barrel, for your convenience, we furnish, *without charge*, a four-gallon mixer with agitator, and also a measuring bucket, as per picture.

Price, 7c Pound, F. O. B. St. Louis

IT'S EASY TO SEAL WITH FIBRE-SEAL.

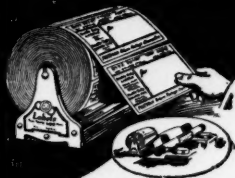
CONSUMERS GLUE CO.

ST. LOUIS, MO.



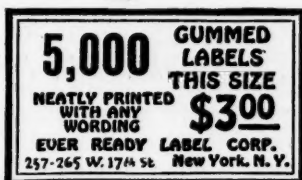
Measuring Bucket

"EVER READY LABELS" IN ROLLS Are Handier!



Whatever your Label needs may be, whether gummed or un-gummed, embossed, die cut, in one color or many colors, we can serve you too, to your entire satisfaction.

Rightfully called the Label of a Thousand Uses. You too have use for a label of this type. Appropriate for Price Markers, Advertising Stickers, Notice Labels.



We offer an Intelligent Service that Advises, Plans and Produces your Label Requirements.

ONE THOUSAND or ONE MILLION

POSTMASTER: This parcel may be opened for postal inspection if necessary.
Return and Forwarding Postage Guaranteed

FROM
AIRSHIPS INCORPORATED
HAMMONDSPORT, NEW YORK

for Here is a low priced label—but—price aside, we maintain its advantage as a labor saver
LABOR COSTS MORE THAN LABELS
Label Size 2½x4 Any Wording or Arrangement
5 M at \$1.50 Per M 10 M at \$1.30 Per M

When in the market for Seals printed and embossed—gummed sealing tape, plain or pad or a label of any kind, let us hear from you.

EVER - READY LABEL CORP.

265 WEST 17th ST.

NEW YORK, N. Y.

TRADE CATALOGS

IN EACH ISSUE, under the above heading, will be listed catalogs, trade booklets and similar publications received, together with a brief review and comments on the material contained in them.—Editor.

Box Cover Papers: One of the most attractive sample books that has been sent to this office is the loose leaf portfolio just distributed by the Keller-Dorian Paper Co., Inc., 110 Fifth Ave., New York City. The exquisite binding, which in itself utilizes distinctive cover papers, is an exceptionally attractive setting for the wide range of imported "nouveau" shown as the 1928 line of the company. The colors and designs exhibited therein offer a selection that will please the most fastidious and suggest endless possibilities for those who look for the distinctive in box cover papers. A price list accompanies the portfolio.

Box Coverings: "Sex Appeal" is the intriguing title of an attractive folder distributed by Whiting-Patterson Co., 265 Canal St., New York City, which includes several samples of box cover papers in various effects. Reference is made to a complete line covering mottles, handblocked importations, imported and domestic flints, trade mark papers and embossed micas.

Box Papers: A. M. Collins Mfg. Co., 1518 Walnut St., Philadelphia, Pa., have issued a portfolio box containing samples of the following box papers: Velumet, Oriental, Naturetone, Crystallin and Pastel. These offer a variety of pleasing designs and shades. The papers are carried in rolls 26 in. wide, each roll containing 500 sheets, basis 20 x 26. Prices per ream are quoted.

Adhesives: A folder issued by the F. G. Findley Co., Milwaukee, Wis., entitled "For Better Labeling and Sealing," calls attention to the following products made by that company: Pick-up gum, hot cement, vegetable glue, bottle labeling gum, lap-labeling paste, prepared tin paste, container

sealing glue and carton sealing glue. Method of packing, characteristics of each product and other information are specified.

Corrugated Shipping Containers: Thompson and Norris Co., 212 Concord St., Brooklyn, N. Y., have recently issued an illustrated folder outlining the qualifications of "T & N" cellular board shipping containers. Savings in cost of boxes, in labor, storage and damage losses are claimed for these containers.

Filling Machines: Arthur Colton Co., manufacturers of pharmaceutical machinery and laboratory appliances, 2600 Jefferson Ave. East, Detroit, Mich., have issued Catalogue E which details information concerning collapsible tube machinery. Machines for filling and closing collapsible tubes, clips, clip fasteners, liquid fillers, conveyor tables and mixers are illustrated and specifications given. A current price list covering the several items in the book is included.

Paper Tapes: Samples of plain tapes in color, figured tapes and kagomaki twisted tapes are shown in an attractive folder issued by the Japan Paper Co., 109 E. 31st St., New York City. Plain and figured tapes are approximately $\frac{3}{4}$ in. in width and 250 ft. in length and the kagomaki twisted tapes are 250 ft. in length.

Paper Boxes: "Profitable Packages" is the title of a 24-page illustrated booklet issued by the National Metal Edge Box Co., Callowhill at 13th St., Philadelphia, Pa. This booklet describes the materials used, construction and the machines required for the production of "Metal Edge" boxes. This type of container has been successfully used in the packaging of a large number of commodities. Claims made for these boxes are great carrying capacity and resisting strength, long life and adaptability.

Paper Working Machinery: A folder issued by the Samuel M. Langston Co., Camden, N. J., contains valuable data on the machinery required

to produce round packages or paper cans. This type of package is used as a container for cereals, salt, drugs, coffee, cocoa, as well as for packing gas mantles, etc. Floor space, weight and power requirements are given for the machines used in the various operations.

Scales: Smith Scale Co., Columbus, Ohio issue a series of bulletins, bound in a folder convenient for filing, illustrating and describing the various types of "Exact Weight" scales made by the company. Dimensions, capacities and other pertinent facts are included in the data given.

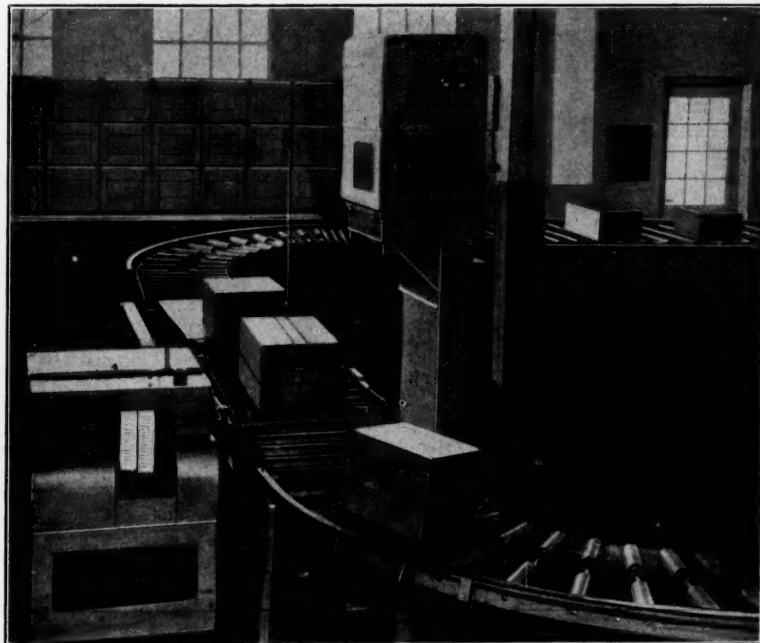
Traffic Service: Michigan Paper Mills Traffic Association, Pythian Bldg., Kalamazoo, Mich., makes the announcement of a pool car service for the use of customers of its members, thereby concentrating less than carload orders and saving the difference between carload and less than carload freight rates. Paper and paper products of every kind with the exception of newsprint are manufactured in the Kalamazoo Valley. Under the plan, frequent cars can be shipped to all parts of the country, effecting a saving not only in freight rates, but also of time in transit. Particulars may be obtained from James F. Dougherty, Traffic Manager.

Wrappings: "Your Product in a Showcase of Its Own" is the title of a 14-page booklet recently issued by the Du Pont Cellophane Co., 40 West 40th St., New York City. This booklet sets forth the properties and advantages of cellophane and its uses in packaging. Several of the products that are particularly adaptable to cellophane wrapping are illustrated and a substantial number of other uses for this material are mentioned.

Wrapping and Sealing Machine: A four-page leaflet, issued by Stokes & Smith Co., Philadelphia, Pa., describes and illustrates "Model 103," box wrapping and sealing machine used in connection with a new type of sealed box which is said to have all the advantages of a full telescope box and may be perfectly sealed so that it is impervious to dust and moisture.

MERRICK - HEBDEN

WEIGHTOPRINT



WEIGHING AND PRINTING MACHINES

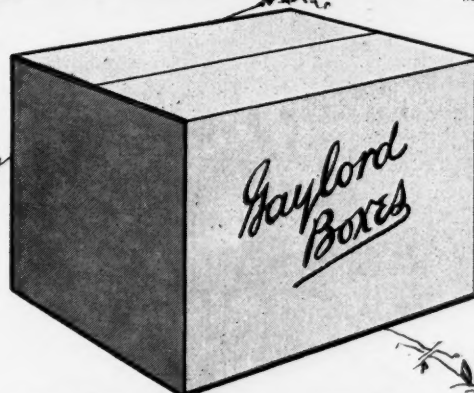
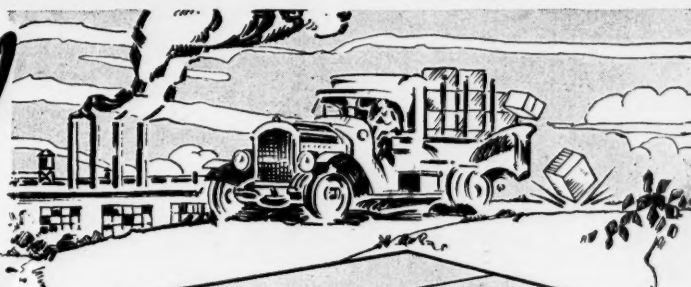
will weigh your packages and print the weight automatically or weigh your material into packages or check weigh your packages after they are weighed by your packaging machines.

ACCURACY

Security against short-weight complaints. Security against useless giving away of your product — without added labor cost.

MERRICK SCALE MFG. CO.
182 Autumn Street
PASSAIC, N. J.

Demand!
Containers
that are
STRONG
and
RUGGED



ROBERT GAYLORD, INC.
GENERAL OFFICES SAINT LOUIS

for want of a nail, the shoe was lost,
for want of a shoe the horse was lost;
and for want of a horse the rider was
lost, being overtaken and slain by the
enemy, all for want of care about a
horse shoe nail.

Poor Richard for 1758

Poor Richard's example of the far reaching consequences of a small neglect is an apt one. Yet he could find others equally appropriate today.

In packing, for example, failure to employ proper material and methods is often responsible for a long train of subsequent troubles.

KIMPAK crepe wadding, a quality packing material—white, soft, clean, highly absorbent, of absolutely dependable consistency in thickness and grade throughout is used by foremost national advertisers for parcel post shipments of liquids, because economical, attractive, exceeds postal requirements as absorbent wadding, opens up without muss, easy to apply.

KIMPAK is ideal for packing tablets, capsules, ampoules and various pharmaceuticals, cosmetics, all sorts of bottled goods, scientific instruments, all fragile and highly polished articles, large and small.

The experience of one of our service men may assist in improving your present putup. Fill in coupon TODAY for trial sample FREE.

Kimpak

REG. U.S. PAT. OFF. REG. IN CANADA

Crepe Wadding

In rolls, sheets, or pads to suit
your requirements.

KRESS & OWEN CO.
MAKERS OF GLYCO-THYMOLINE

"...For the last year and a half we have been using Cellu-packing (now called Kimpak) for our sample bottles and have found it excellent for the purpose. It is clean and good looking, easily handled and absorbs liquid like a sponge. We have tried a good many different packing products, but we have never found anything so satisfactory all around as yours."

Charles Constantinos
Vice-President



This is the way Glyco-Thymoline is put through the mails. Just another large user of Kimpak.*

-----USE COUPON FOR YOUR FREE SAMPLE-----

KIMBERLY-CLARK CO., Mfrs., Neenah, Wis.

Address nearest Sales Office— 208 S. LaSalle St., Chicago
51 Chambers St., New York

We accept your
offer to send
sample of KIMPAK
to test out under
actual conditions.

Name

Address

By

We are interested in ☐ Rolls ☐ Sheets ☐ Pads

Index of Advertisers

PAGE

Allen, Arthur S.	41
Arabol Mfg. Co., The	1
Bliss Co., Inc., H. R.	Inside Front Cover
Burt Machine Co.	13
Consumers Glue Co.	45
Cundall, Powell & Mosher, Inc.	6
Elder & Robinson Co.	14-15
Everhot Mfg. Co.	41
Ever-Ready Label Corp.	45
Ferguson Co., J. L.	16
Findley Co., The F. G.	41
Gair Co., Robert	Insert 24-25
Gaylord, Inc., Robert	47
Interstate Corrugated Box Co.	4
Johnson Automatic Sealer Corp.	44
Jones, James H.	8
Keller-Dorian Paper Co.	Insert 4-5
Kimberly-Clark Co.	48
Latham Machinery Co.	12
Merrick Scale Mfg. Co.	47
National Gum & Mica Co.	43
National Packaging Machinery Co.	Back Cover
Package Machinery Co.	Inside Back Cover
Peters Machinery Co.	3
Pneumatic Scale Corp.	9
Richardson Co., The	43
Standard Sealing Equipment Corp.	11
Stokes & Smith Co.	5
Walther & Co.	Insert 8-9
Warren Mfg. Co.	7
Whiting Patterson Co.	Insert 12-13

FOR YOUR CONVENIENCE

MODERN PACKAGING

11 Park Place, New York City

Please enter my subscription to Modern Packaging for—

☐ 1 year—\$2.00

☐ 3 years—\$5.00

☐ Send Bill

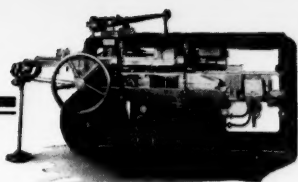
☐ Check attached

Name Position

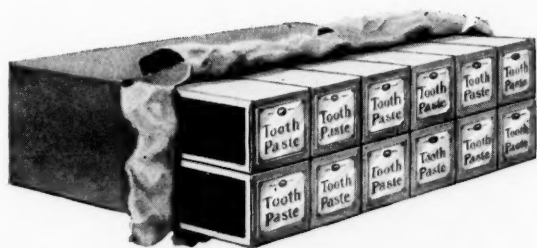
Company

Address City State

Subscribers ordering a change of address are requested to notify us at least two weeks prior to the date of the issue with which it is to take effect.



Lower your packing costs with machine bundling



Machine bundling is decidedly more economical than packing by hand in cardboard containers. That is why so many manufacturers are adopting this improvement.

The National Biscuit Company uses our bundling machines for packing cartons of Zu-Zu Ginger Snaps and other crackers. The Lorillard Company wraps Murad cigarettes, 10 to a bundle, on our machine. The Ohio Match Company bundles matches by machine, 10 boxes to a bundle. Tooth paste, shaving cream, talcum powder, any product which is comparatively light in weight, can be bundled to advantage by this machine.

One bundling machine saves \$4,000 to \$5,000 a year in labor alone. It will bundle from one gross to four gross of cartons per minute, depending upon the character of the carton, and is fed automatically from the cartoning or package wrapping machines. You can use either plain or printed wrappers and the machine automatically attaches printed end seals.

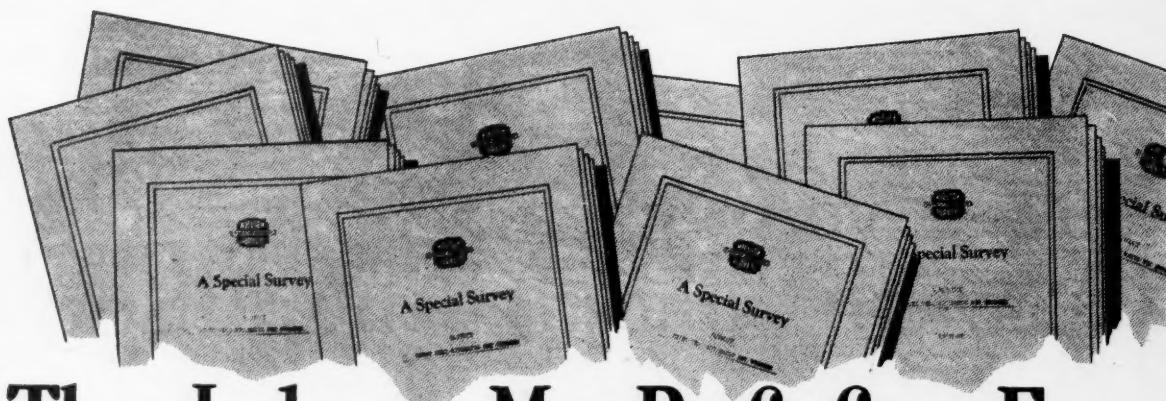
How much can this machine save for you?

We will be glad to give you an estimate of how much our bundling machine will save you on your present packing methods. Write to our nearest office, sending a dummy of your package.

PACKAGE MACHINERY CO.
Springfield, Massachusetts

New York: 30 Church Street Chicago: 777 W. Washington St.

Let our nearest office be of service to you.



That Industry May Profit from Facts

YOUR investment in packaging machinery is vitally affected by operating facts — what the machines will do under actual plant conditions.

Will they stand up under hard service?

They they adaptable?

Is their operating cost low?

Will they save money for you?

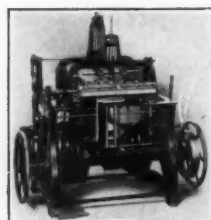
National Packaging machinery is sold on known performance facts. In order that industry should have such facts from an unbiased source, we asked the A. C. Nielsen Company to make a number of

independent investigations of packaging machinery installations in a group of varied industries.

The results in every case were the same. National units were shown to do more work, better, with greater dependability and in each case showed a saving to the customer.

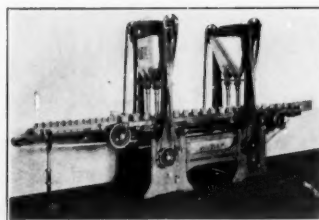
These certified reports are available to you upon request. There's one which will probably treat on the same product as you have in mind. Send for it at once, with brief details of your own requirements.

Automatic



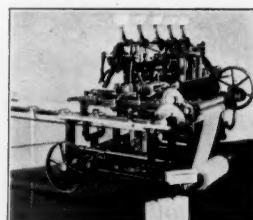
Carton Former

60-per-minute



Gross Weigher

60-per-minute



Wax Wrapper

NATIONAL PACKAGING MACHINERY CO.

Manufacturers

181 GREEN STREET, JAMAICA PLAIN, BOSTON, MASS.

